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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 50 titles deal with a variety of topics, including the following: (1) a history of broadcast audience research in the United States from 1920 to 1980; (2) factors contributing to the believability of television newscasters; (3) the relationship of manifest and latent content to television viewers' program preferences; (4) mass media saturation conditions and information gaps in Venezuela; (5) listener perceptions as dimensions of radio station positioning; (6) the relationship between commercial television's advertising of over-the-counter drugs and drug use, misuse, and abuse among college students; (7) television viewing habits and early school achievement of gifted children; (8) conversion, the mass media, and the Church of Jesus Christ of Latter-Day Saints; (9) monopoly and competition in the Canadian film industry; (10) the history of black oriented radio in Chicago from 1929 to 1963; (11) the effects of television on early adolescents; and (12) affective responses to the literary and cinematic elements in an educational film. (RL)

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VIEWERS' PERCEPTION OF VELOCITY AND DISTANCE IN TELEVISED EVENTS

Order No. 8121982

ACKER, STEPHEN ROY, Ph.D. *The University of Utah*, 1981. 106pp.
Chairman: Robert K. Tiemens

The focal length of a camera lens influences how velocity and distance are represented on the television screen. Distances appear compressed and velocities slower if a three-dimensional scene is photographed with a long focal length lens. In contrast, distances are expanded and velocities increased if a wide-angle lens is used.

Viewers who do not recognize the effect of lens focal length on velocity and distance often assume the televised image accurately represents these variables as they existed in the original three-dimensional scene. This study examined the likelihood of a viewer recognizing the effect of lens focal length on velocity and distance as a function of the subject's age and experience with visual media.

The study was conducted within the framework of Piaget's stage theory of cognitive development. According to Piaget, young children, approximately seven to eleven years of age, use concrete-operational thought patterns and predominantly base their understanding of the environment on perceptual information. Formal-operational thought, which emerges out of concrete-operational thought, relies on logical relationships and deductions about classes of events. Formal operational thinkers understand that velocity, distance and time are interrelated concepts ($\text{velocity} = \text{distance}/\text{time}$). Concrete-operational children do not understand this interdependence and assess velocity, distance and time independently.

Subjects from third-grade, seventh-grade, and college-age levels were asked to judge the comparative velocity and distance traveled by two trains presented on videotape. In each of four comparisons, the velocity and distance traveled by both trains were equal, but photographing the trains with lenses of different focal lengths produced apparent differences between the velocity and distance traveled by the trains.

Children frequently interpreted the effect of lens focal length as actual differences between the two trains in velocity and distance traveled. Adults more often explained their judgments on the basis that lenses of different focal lengths were used to produce the images of the trains. Nevertheless, 35 percent of the adult sample failed to notice the use of different lenses.

Among adults, those having little or no experience with the tools of visual media seldom explained the differences in the images by referring to television production techniques. Those who had experience with photography and video were equally divided between those who noticed that different lenses were used and those who failed to notice the use of different lenses.

Subjects at different ages generally conformed to Piaget's expectations. While adults gave perceptual judgments that were congruent, many third-graders judged velocity and distance independent of one another and ignored any resultant logical contradictions in their answers. The distribution of the responses of the seventh-graders was as predicted: some were formal-operational thinkers while others remained in the concrete-operational stage.

To determine whether the distance and velocity judgments of subjects were proportional to the differences in focal lengths of the imaging lenses, the experimental conditions were created so that a range of differences between the focal lengths of the lenses was presented. The results indicate that within the range of lenses used, larger differences between focal lengths resulted in larger differences in perceived velocity and distance.

Results of this study are presented as evidence that the form of the televised message deserves as much attention as television's content. The ongoing debate on how TV mirrors the real world and the unique cognitive demands of televised material in learning contexts were offered as two arenas in which this study's findings are applicable. More generally, a theoretical focus on the differences between the mediated and nonmediated worlds was suggested as a useful approach for future media effects research.

ARABS, ISRAELIS AND U.S. TELEVISION NETWORKS: A
CONTENT ANALYSIS OF HOW ABC, CBS, AND NBC
REPORTED THE NEWS BETWEEN 1970-1979 Order No. 8115762
ASI, MORAD OSMAN, Ph.D. *Ohio University*, 1981. 188pp. Director of
Dissertation: Guido H. Stempel III

Public opinion polls show only a small percentage of the American people hold sympathetic attitudes toward the Arab nations: especially when that percentage is compared to that sympathetic to Israel. Likewise, research has shown the U.S. print media and mass entertainment conveyed rather negative coverage or messages about the Arabs, Arabism or Islam.

By contrast, Israel and the Israelis enjoy much more favorable attitudes among Americans than the other Semites.

This situation is not unique to the American public. Literature shows that the origins of these negative attitudes and oversimplifications about the Arabs go back to Western Europe. Colonial ambitions of these countries in the Middle East and North Africa set the tone for what most Americans perceive the Arab nations to be. Orientalism, which is the "intellectual" expression of these European colonialistic forms, has given credence and justification to most negative images and stereotypes about the Arabs.

American mass media carried over these images and stereotypes about the Arabs without serious and dispassionate attempts to verify these "facts" from a close range.

This study attempts to explain how the three U.S. television networks covered the Arab states and Israel during the 1970s.

The methodology employed in this study was content analysis, focusing on the presentational dimensions of the weekday evening networks' news. The study had two major objectives. First, it collected hard data regarding television news about the Arab states and Israel between 1970-1979. Such data included date, network, story time length, news category, etc. Secondly, the study selected a stratified random sample for directional coding purposes. Videotapes for the stories within the sample were secured from Vanderbilt University's Television News Archives. The coding for this second objective was done by five graduate students from the College of Communication at Ohio University. These students were citizens and born in the United States. A 5-point scale was developed with "very favorable," "very unfavorable," or "very balanced," "very unbalanced" on its extremes. Sources for all data collected for this study were *Television News Index and Abstract*, and *Television News Archives*, both of Vanderbilt University.

Results of this study show that ABC, CBS and NBC are similar in their coverage to the Arab states and Israel. This coverage shows Israel received more attention and was portrayed in a much better light than the Arab states. Among the Arab states, Egypt, Jordan, Lebanon, Saudi Arabia and Syria accounted for 90 percent of the Arab world's coverage on the three television networks. However, Egypt and Lebanon account for more than two-thirds of news coverage from the Arab states.

Furthermore, a significant news coverage increase took place after the Arab-Israeli 1973 War. The directional coding shows Israel emerged as the "good" guy while the Palestine Liberation Organization as the "bad" one. Egypt emerged as the most favored Arab state among the three networks. Also stories about Israel tend to be balanced more than stories about the Arab world.

A HISTORY OF BROADCAST AUDIENCE RESEARCH IN THE UNITED STATES, 1920-1980, WITH AN EMPHASIS ON THE RATING SERVICES

Order No. 8123140

BANKS, MARK JAMES, Ph.D. *The University of Tennessee*, 1981.
441pp. Major Professor: Herbert H. Howard

Since the American broadcast audience is the most-researched class of people in the world, with more than \$50 million a year dedicated to exploring all facets of audience activity, this study was undertaken to provide an overview of the scope and depth of that research.

An historical analysis is employed, describing the evolution of audience research from 1920 through 1980, with an emphasis on the rating services. The study places the rating service component of audience research in the context of research undertaken by a variety of participants, including national associations such as the National Association of Broadcasters, the Advertising Research Foundation, the National Cable Television Association; advertiser interests; broadcasters such as the major networks, stations, and station groups; and academic researchers.

Attention is given to the impact of competition among rating services and among broadcasters and advertisers in influencing audience research. The role of criticism is also described, including government investigations and client and public criticism.

Audience research has evolved with a number of trends that are identified by this study. From rather primitive beginnings, rating services have improved in the completeness, speed, and quality of their audience measurements. Completeness has taken the form of a progress toward full representativeness of audiences in terms of sampling, toward continuous time-reporting of audience viewing and listening behavior, and toward more accurate reporting of audience activity. Since the early days, audience analysis has progressed from somewhat cumbersome survey and fan mail analysis that often took months to produce to "instant" reports of some of audience viewing, including the overnight national television ratings that Nielsen provides and the totally electronic polls that some of the interactive cable systems such as QUBE provide.

In the qualitative dimensions, rating services, broadcasters, advertisers, and academicians have accumulated a body of research that reflects a variety of information about audiences. Among that variety are "lifestyle" variables, effects and effectiveness studies, and program preference dimensions.

The development of audience research has indeed been influenced by the needs and opportunities of the marketplace. When advertising became the means of support for radio, the first major regular rating services were developed to provide a basis for negotiating advertising rates. When television began to overtake radio as the chief broadcast medium, many new rating services emerged to accommodate that change, and older services readjusted their focus. Today, as cable, satellites, and home recorders begin to have a major impact on the structure of the broadcast media, audience researchers also begin to make necessary adjustments.

In the conclusions, a number of theoretical questions are explored. Speculation is made about the future directions of audience research, and how it must further change to accommodate expected media restructuring. A more global consideration is given about the role of feedback in mass media, and how theorists need to include feedback in the development of models of mass communication. Some criteria for the development of such models are presented. Additionally, a number of research possibilities are suggested which include some areas for the further development of descriptive analysis of audience research as well as some experimental possibilities.

The historical methodology included examination of pertinent books, trade publications, academic journals, company reports, newsletters, memoranda, and interviews with a number of audience researchers. A 50-page bibliography accompanies the study.

THE TRUE WOMAN AND THE FAMILY-FILM: THE INDUSTRIAL PRODUCTION OF MEMORY Order No. 8112527

BATHRICK, SERAFINA KENT, PH.D. *The University of Wisconsin - Madison*, 1981. 315pp. Supervisor: Associate Professor David Bordwell

Between 1850-1950, the rising Culture Industry in America developed a film genre in which both narrative structure and imagery provided viewers with domestic or family-related answers to some of the immense contradictions confronting an increasingly urban, secular, and rationalized society. In an endeavor to minimize the gap that separated private and work worlds, the Cult of Domesticity did not simply neutralize what had been traditionally held to be women's home-produced culture, but rather sought ways to represent in mass produced forms a culture that "contained" the True Woman as a consumer-ally. This study argues that the utopian aspects of family-film culture: modes by which a "better way" is suggested and perhaps a critique of the present implied, depend on a dynamic in which the True Woman's capacity to preserve what is vital to private life appears through cinematic techniques to depend upon the promise of progress offered by the Culture Industry. It has been suggested by contemporary critical sociologists that everyday life defies the powers of consumerism to ghettoize and subsume all forms of alternative culture, and that it poses a continuous challenge to the mass media as they operate as social control and legitimation of the status quo. This study suggests that as the traditional guardians of the private realm, women are both vulnerable to the interests of the Culture Industry, but also capable of defying its determination to promote privacy in spectacular forms. It is my assumption that feminist criticism must accommodate an understanding for the ways in which women's culture is thus violated and yet validated by the family-film.

This dissertation roots the impulse within narrative cinema to represent the production of daily life as compatible with the values of mothering and those of the marketplace in a historical context which traces the 19th century debate between the proponents of domesticity and those who advocated feminism. Chapter I explores the opposition between Catherine Beecher and C. P. Gilman on women at home, and suggests the terms for understanding that tension within early cinematic forms. Chapter II examines the class-related aspects of nickelodeon culture and traces some of the ways in which immigrant women's experience might have been shaped by the appearance in one-reelers of the True Woman and her opposite, the city woman. This chapter includes a discussion of the family-film conventions as they promote Victorian family values and the norms for an industrialized middle class culture.

The second half of this study examines two late, nostalgic films from the genre, wherein the period of early movies is recalled as a time when the True Woman first learned to produce the culture of daily life in synchrony with new technology. A close reading in Chapters III and IV of *Meet Me in St. Louis* and *I Remember Mama* from the period of social change following WW II provides an understanding for how this genre of classical cinema functions to keep alive specific 19th century values and promises: ones in which the True Woman appears as the satisfied ally-consumer who helps promote movies as a way of life.

AGGRESSION INDEX DIFFERENCES AS A FUNCTION OF TELEVISION PROGRAM PREFERENCE AND CONTENT SEEKING OR MEDIA SEEKING BY SUBJECTS

Order No. 8119257

BEADLE, CHARLES FRANKLIN, JR., PH.D. *The University of Texas at Austin*, 1981. 171pp. Supervisor: Robert D. Brooks

Volunteer college student subjects were assigned to various groups on the basis of their stated preferences for either violent or non-violent programs and on the basis of their agreement with various statements reflecting their seeking behavior for television. With regard to seeking behavior, subjects were considered content seekers if their agreements were primarily for statements reflecting selective viewing and viewing decisions based on content-related elements. Subjects were considered media seeking if their agreements were primarily for statements reflecting viewing decisions based on such elements as a desire for mood change, companionship, or something to do. The groups were submitted to discriminant analysis based on the factor scores of a twenty-five item adaptation of the Buss-Durkee Aggression Index. It was found that subjects who were content seekers were lower on the aggression index, especially with regard to the verbal aggression factor. Subjects who preferred violent programs were high on all of the aggression factors. In the interaction of the two elements, content seekers who preferred non-violent programs were lowest on the index while media seekers who preferred violent programs were highest, especially on the verbal aggression factor. The results were discussed in terms of controlled behavior for the content seeker and emotionality for the media seeker.

PREDICTING TELEVISION VIEWING: AN APPLICATION OF THE BOX-JENKINS METHODOLOGY FOR TIME SERIES ANALYSIS TO LEVELS OF TELEVISION USAGE IN THE UNITED STATES (1966-1975)

Order No. 8115529

BECKMAN, PRESTON STUART, PH.D. *New York University*, 1981. 521pp. Adviser: Dr. Richard Maisel

The variation in monthly household television viewing for the years 1966-1975 is analyzed by means of the Box-Jenkins methodology for time series analysis. Twelve time series of the percentage of households using television for various hours of the viewing day and a time series of the average hours of daily household viewing are analyzed. A discussion of alternative models of television viewing as a process moving in time, and the stages of Box-Jenkins time series model-building is followed by a univariate analysis of the thirteen time series. The relative contribution of the deterministic and stochastic components to the total variation in television viewing over time, and the forecasting ability of the final autoregressive integrated moving average (ARIMA) models, are presented. Box-Jenkins transfer function models employing time series on variables relating to movement in and out of the labor force were tested to assess the influence of work activities on aggregate viewing levels. The univariate analysis revealed that the contribution of the deterministic and stochastic factors to the variation in television viewing in time varied across the viewing day, and the final ARIMA models produced excellent forecasts of 1976 viewing levels. The results of the transfer function models were inconclusive. Future applications of the Box-Jenkins methodology for the analysis of television usage are discussed.

FACTORS OF BELIEVABILITY OF TELEVISION NEWSCASTERS

Order No. 8117615

BLUE, MARY IRENE, PH.D. *The Louisiana State University and Agricultural and Mechanical Col.*, 1981. 169pp. Supervisor: Professor J. Donald Ragsdale

The believability of male versus female television newscasters was examined. The research was conducted in two parts. First, a nationwide survey of television news directors was conducted to determine their opinions concerning "What makes a newscaster believable?" The news directors were randomly selected from *Broadcasting Yearbook's* "Directory of Television Stations in the United States." The responses of the survey were converted to semantic differential scales.

Two newscasts were constructed and videotaped which were identical except one was delivered by a male anchor person and the other by a female anchor person. A written description was used to manipulate the perceived credibility of the newscaster.

Subjects were randomly assigned to view the newscast under one of six conditions: low-credible male, medium-credible male, high-credible male, low-credible female, medium-credible female, and high-credible female. Subjects then rated the newscasters on 52 semantic differential scales and

responded to three demographic questions and two close-ended questions. Data was collected from 544 students enrolled in a multi-section speech fundamentals course at Louisiana State University: 300 males and 244 females. The data was analyzed using multiple discriminant analysis.

The discriminant analysis suggested the presence of five dimensions of believability of television newscasters. The dimensions were labeled "Professionalism," "Style," "Trustworthiness," "Sophistication," and "Character." While the dimensions were the same for male and female newscasters, the order of importance of the dimensions differed. Overall, the high-credible male newscaster was slightly more believable than the high-credible female newscaster. However the male newscaster was rated higher on "Professionalism," "Trustworthiness" and "Sophistication" and the female newscaster was rated higher on "Style" and "Character."

In addition it was found that news directors' perceptions of believable newscasters do not coincide with viewer perceptions. It was concluded that more research needs to be done to develop an instrument to measure the believability of male and female newscasters.

A PHILOSOPHICAL AND CRITICAL INQUIRY INTO FILM SEMIOTICS

BURNETT, RONALD FRANK, Ph.D. *McGill University (Canada)*, 1981.

During the past decade film analysis and semiotic inquiry have meshed to produce significant changes in film theory. This thesis discusses the philosophical and epistemological shift represented by this development, resulting in the creation of semiotic models (e.g. those of Christian Metz and Umberto Eco) which consistently overemphasize the textual framework for cinematic expression. As a result, problems of performance and interpretation are ignored.

The thesis proposes a radically different strategy to explain meaning in film. To solve problems of performance the new concept of projections is proposed. Projections are defined not as images or pictures, but as sites (or performance events) of signification in film. The concept marks a fundamental shift away from close textual readings in its insistence that the cinema must be analyzed as part of a complex process of communication and exchange.

AFFECTIVE STATE AND TELEVISION SELECTION AND USE

Order No. 8125761

CHRIST, WILLIAM GEORGE, Ph.D. *The Florida State University*, 1981. 128pp. Major Professor: C. E. Wotring

This study further tested the relationship between affective states and voluntary selection and use by testing predictions derived from Zillmann's "annoyance reduction" hypotheses and Mehrabian's "arousal eliciting" hypotheses. The annoyance reduction hypotheses predicted television viewing based on the "absorbing" and "arousing" qualities of programs. The arousal eliciting hypotheses predicted viewing based on the "arousal eliciting" qualities of programs.

Eighty-four female subjects were placed in either a positive (success plus praise) condition or a negative (failure plus insult) condition and then given the opportunity to view television during a ten minute waiting period. Selective exposure was unobtrusively measured at that time. After viewing, subjects were asked to rate their feelings about the programs they had just had the opportunity to watch.

The results indicated differential viewing patterns between annoyed and praised individuals. Annoyed individuals viewed television significantly less than praised individuals. This was seen as important because it indirectly supported the Zillmann hypothesis that annoyed individuals may be so preoccupied with their affective state that they are unable or unwilling to change their state through television viewing. Furthermore, the initial results supported the Mehrabian hypothesis that programs that might elicit high arousal should be preferred (i.e. viewed) more than programs that might elicit low arousal. This was seen as important because it extended the possible utility of Mehrabian's theory to the mass media area.

THE RELATIONSHIP OF MANIFEST AND LATENT CONTENT TO TELEVISION PROGRAM PREFERENCES OF VIEWERS

Order No. 8115480

COSTELLO, PETER CLAVER, Ph.D. *New York University*, 1981. 149pp. Chairman: Professor Neil Postman

The present study investigated the relationships of manifest and latent content, and awareness or unawareness of latent content, to viewer preferences for commercial television programming. Latent content has been defined as emotionally and psychologically weighted content present below the surface, plot level of a program and therefore not usually the focus of the conscious attention of the viewers. It has been further described as the inventory of all emotions and psychological states which are expressed in a program. Such emotional and psychological material is normally expressed by the pattern of interaction and personality characteristics of a program's characters as they behave within the terms of the show. Thus, in part, this study examines television watching as a type of vicarious and symbolic interpersonal interaction.

A consideration of the form of television information suggests that television is uniquely adept in transmitting the signals by which interpersonal interaction is enacted. Further, students of art in general and students of television specifically have argued that audience response to symbolic presentations must be understood in terms of a latent meaning in such presentations.

Further, several writers have argued that each medium establishes a unique dynamic between itself and its users. Interpersonal signals of the type carried by television are normally received without awareness. Watzlawick et al. (1969) have suggested that the translation of such unconsciously received nonverbal signals to consciousness in verbal form produces a loss of information and impact.

Two hypotheses have been derived: that strength of latent content is positively correlated with viewer preferences; and; that viewers' awareness of latent content within a television program is negatively correlated with viewers' preferences.

Ten programs, five from each of two situation comedy television series, were rated by two judges on an instrument constructed by the investigator. The instrument was designed to measure the strength of the latent content in each program. The obtained inter-judge reliability estimate for the mean of the judges scores was .85. The two programs from each series that were highest and lowest on this measurement were retained and the others discarded.

Subjects were 158 undergraduate students at Adelphi University; all were unpaid volunteers. Each subject viewed one of the four programs under one of two conditions. In the first condition subjects were exposed to a questionnaire which prodded awareness of the program's latent content. In the second condition subjects were exposed to a questionnaire which directed attention away from the program's latent content. These conditions operationalized awareness and unawareness of latent content.

In addition, each subject was provided with a red button and a green button. Subjects were asked to depress the green button during the parts of the program they especially liked or enjoyed and the red button during parts of the program they especially disliked or did not enjoy. Each button started and stopped a timer. The score on the green button provided a measure of viewer preferences.

Strength of latent content, viewer awareness or unawareness of latent content, and the series each subject viewed (for control purposes) were independent variables in an all-ways multiple regression of the dependent variable viewer preferences.

Strength of latent content explained about 12 percent of the variance in viewer preferences with the probability of Type I error less than .00001. Unawareness of latent content explained two percent of the variance in viewer preferences with p less than .09. When Series was entered before Strength of Latent Content it was associated with 6 percent of the variance in viewer preferences with p less than .002. When entered after Strength of Latent Content the variable Series explained less than one percent of the variance with p greater than .53.

These results were interpreted to support the first hypothesis and, to neither support nor fail to support the second hypothesis. It is noted that the power of the present study to detect significantly an effect of the size obtained with Unawareness of Latent Content is very low (beta equal to .65).

The results of the study were then applied to fuller analysis of the content of television programs and the experience of viewing television.

A USES AND GRATIFICATIONS APPROACH TO LISTENERS' PREFERENCES FOR DIFFERENT RADIO FORMAT ELEMENTS

Order No. 8125762

COX, JAMES CALHOUN, JR., Ph.D. *The Florida State University*, 1981.
80pp. Major Professor: C. E. Wotring

The main purpose of this study was to determine why people listen to one radio format as opposed to another. A secondary purpose was to derive hypotheses from the uses and gratifications theoretic perspective and to test those hypotheses.

Very little research has been conducted concerning formats, the elements which comprise them, and the reasons people listen to them. The author reviewed the pertinent literature concerning formats. He then reviewed the uses and gratifications literature, and, using the results of empirical studies, formed some empirical generalizations from which he derived several hypotheses linking psychological needs with specific elements of formats.

In order to test these hypotheses, the author constructed and pretested a questionnaire which was then distributed to 149 undergraduates. The questionnaire consisted of a psychological need inventory and questions related to media preferences. A content analysis of local radio stations was conducted. The needs, constructed from the questionnaire data by factor analysis, were correlated with the content analysis results as tests of the hypotheses. None of the hypotheses were statistically significant.

The author performed several post hoc analyses in order to control for confounding variables. The only post hoc measures which proved useful were corrections for attenuation, which rendered two of the hypotheses statistically significant.

The author concluded with suggestions for future research, including random sampling, conducting the study in a larger market, and the possible use of a different theoretic perspective.

MASS MEDIA AND NATIONAL DEVELOPMENT: A CASE STUDY OF BANGLADESH

Order No. 8117420

DUTTA, JYOTI PRAKASH, Ph.D. *University of Missouri - Columbia*, 1980.
244pp. Supervisors: Dr. Won H. Chang, Dr. Robert P. Knight

Organized communication has long been perceived as closely related to the overall development of a country. It has also been postulated in the past that mass media growth is necessary for national development and that it is reflective of a country's developmental status. These notions, however, are being reviewed by many scholars, implying that they suspect media growth may not necessarily lead to the desired developmental goal. They are also pointing to the fact that even when there is a growth in media systems, the contents of media messages may not be developmentally oriented.

The study explores the questions above through an analysis of the situation in Bangladesh, one of the more underdeveloped nations of the world yet possessing an apparently well developed mass media system. The research design integrates a descriptive analysis of the media growth, a statistical analysis of the pertinent data and a content analysis of the media messages in Bangladesh.

More specifically, the study briefly describes the social-political-economic structure of Bangladesh, pointing at the natural and other barriers to development under which a mass media system must operate, and it presents a profile of mass media growth in Bangladesh thus highlighting the remarkable media growth contrasted with the present state of underdevelopment in the country. It is hypothesized that mass media growth in Bangladesh is not significantly related to the indicators of development of the country, and the media messages contain a low amount of developmental content.

A Pearson product moment correlation coefficient is conducted on the data collected for six developmental indicators and two indicators of mass media growth and the matrix of correlation coefficient is subjected to a statistical procedure called Hierarchical Syndrome Analysis. Also a content analysis of the print and broadcast media messages is conducted to find out the developmental orientation.

The findings of the study support the contention that mass media growth in Bangladesh is unrelated to the country's national development. No statistically significant relationship could be found between the growth in newspapers and most of the developmental indicators, and except for some indicators denoting non-economic aspects, growth in radio receivers too has no significant relationship worth mentioning. The content analysis does show a low amount of developmental content in Bangladesh's media but an increase is noticed when compared with the content of the media ten years ago. The related findings also point out that mass media growth in Bangladesh has been urban centered: print media contain more

developmental messages than broadcast media; and government control of the media does not necessarily cause media to disseminate more developmental messages.

Finally, the study discusses some of the implications related to the broader questions of mass media and national development, and concludes that considering the amount and degree of social change required in developing countries such as Bangladesh, the mass media alone are not enough in enhancing national development.

THE MASS MEDIA AND THE CRISIS IN AMERICAN POLITICS: THE CASE OF VIETNAM

Order No. 8113056

HALLIN, DANIEL CLARK, Ph.D. *University of California, Berkeley*, 1980.
402pp.

The years of the Vietnam war were a troubled period in American politics. By the war's end a decade and a half of conflict and frustration had left the American public cynical and dissatisfied with their political leaders and institutions, and had led many social and political theorists to re-examine traditional assumptions about the balance and stability of American democracy.

The political role of the mass media became particularly controversial during this period; and many of the explanations that have been offered for the troubled character of American politics during the Vietnam war have placed particular emphasis on the media's role. The reporting of the war itself has probably generated the greatest controversy. This thesis is a study of the media's reporting of the war in Vietnam. It has three distinct but interrelated purposes. It is intended, first, to deal specifically with the character of the media's coverage of the war, with particular emphasis on the question of whether that coverage tended to be favorable or unfavorable toward official policy. Second, it is intended to address the more general question of the media's role in American politics, again with particular emphasis on the question of whether the media tend to support or break down the authority of political leaders and institutions. And finally it is intended, somewhat more modestly, to address a number of larger theoretical questions about the nature and future of American democracy which have been raised in the wake of the political troubles of the Vietnam era. The theories considered are those of Samuel Huntington, Walter Dean Burnham, Alan Wolfe and Jurgen Habermas.

Within political science most studies of the political role of the mass media have focused on the effects of the news on public opinion. This study offers a critique of that approach, and goes on to address two neglected prior questions: the question of news content and the question of the media's performance as institutions, especially their relations with the state and with opposition movements. The discussion of news content is based primarily upon a content analysis of 779 television broadcasts from the period between August, 1965 and January, 1973.

The study concludes that the media's relation to official policy in Vietnam and to political authority is best described as one of limited independence. Legally and organizationally, the American news media are outside of state control; and during the Vietnam era, for the first time, this freedom was extended to wartime reporting. Journalists, moreover, are committed to a professional ideology--that of "objective journalism"--which demands a willingness to report official failures and to respond to political dissent. These factors produced a good deal of "delegitimizing" coverage of the war in Vietnam, especially in the later years of the war.

At the same time, there are also strong factors, built into the media's own organization and ideology--into the very procedures of objective journalism--that limit their responsiveness to debate and dissent, and render them dependent on the official view of events. As a result, the government was often able to dominate the presentation of the news from Vietnam. Its ability to "manage" the news was nearly overwhelming in the early part of the war, and still quite strong even after the war had become an extremely controversial political issue.

I conclude with the speculation that America during the Vietnam era was a society caught between two forms of political authority: too democratic for elites to rule by decree or secrecy; not democratic enough for decisions to be made through public debate; and therefore vulnerable to a crisis of public confidence and support.

AN ANALYSIS OF THE LIFE STYLE CHARACTERISTICS OF VIEWERS OF SELECTED TELEVISION PROGRAM TYPES

Order No. 8112503

HANRAHAN, JOHN JOSEPH, Ph.D. *Indiana University*, 1981. 141pp.

Background and Purpose. The demographic profile has long been a standard feature of media research and demographic information plays a key role in media planning and buying decisions. Yet, as important as demography may be, it has not been considered sufficient in differentiating between media audiences. Life style data has been suggested as a means of providing additional insights into media consumption patterns. In the context of this study, life style research was defined as the measurement of people's activities, interests, and opinions.

This study employed life style data to determine whether: (1) life style differences existed between heavy and light viewers of two television program types (Movie and Police programs) and heavy viewers across these program types. (2) life style variables enhanced the above analyses when age and household income were separately controlled. (3) life style profiles revealed patterns supporting the assertion the program choice is value-expressive behavior.

Methodology. The data for this study were derived from the 1975 national Consumer Mail Panel of Market Facts (4750 adults). Responses to roughly 155 life style statements were factor analyzed, yielding eleven female and ten male dimensions. These factors were used to compare heavy and light viewers within the two program types examined and heavy viewers across the two types. Program types were also derived using factor analysis. Classification of respondents into heavy and light viewing groups by types was done employing viewing frequency data for programs within each type. Significant differences between viewer groups was determined by performing a t-test on mean factor scores.

Results. This study found statistically significant differences between heavy and light viewers within program types. For example, female heavy movie viewers were significantly more price conscious, home-oriented, and involved in their community than were their light viewing counterparts. Male heavy viewers of police programs were more outdoors-oriented, price-conscious, and politically conservative than males classified as light police viewers.

Furthermore, the life style factors discriminated between heavy viewers across types. Males who frequently viewed police programs, for example, were more likely to agree with items in the Religious/Moral Values factor such as "I often read the Bible" and "Spiritual values are more important than material things" than were male heavy movie viewers. Such results occurred in analyzing both the total male and female samples and selected demographics within the full samples. They suggested that program type audiences are not homogeneous and that life style data can enrich viewer portraits even when demography is controlled.

Four hypotheses were advanced to test whether program type preference might be associated with particular values or behaviors (evidenced by the life style factors). Each hypotheses received some support, lending weight to the assertion that program choice is a value-expressive behavior.

MASS MEDIA SATURATION CONDITIONS AND INFORMATION GAPS IN VENEZUELA

Order No. 8111463

IZCARAY, FAUSTO SANTIAGO, Ph.D. *The University of Wisconsin - Madison*, 1980. 264pp. Supervisor: Professor John T. McNelly

The purpose of this study has been to observe the impact of different measures of exposure to the mass media on changes in the subjects' levels of information about public affairs. Two measures of public affairs were used as dependent variables, after factor analyses were run which showed the existence of two types of information: the first one includes items of a more general kind, related to the level of knowledge persons have about the functioning of political system (e.g. norms, roles, incumbents, institutions, issues, and facts); the second one measures the level of knowledge persons have about facts or events that might be of practical use in the competitive struggle for valued objects.

A longitudinal design was used to observe the effects of the independent variables on the changes in the levels of informational attainment of individuals located in different levels of the socioeconomic range, in four settings with different degrees of mass media saturation. Each one of the four sub-samples drawn from the latter conditions was subdivided into high and low socioeconomic strata in order to compare the contributions of communication variables on the changes in the dependent variables after the time 1 measures of the two latter were introduced in each case in the regression equations. The objective was to observe the potential differential impact of exposure to the mass media and interpersonal channels in different socioeconomic groups in different media saturation conditions.

In general the study demonstrates that the degree of mass media saturation function as a contingent condition upon the process of informational status acquisition in a developing country like Venezuela.

The results suggest some conclusions which bear upon mass communication research in developing countries. The print media seem to play a significant role in providing people contents about public affairs in some of the areas under study.

The trend in the data suggest that earlier assumptions about the printed media being of difficult access to the poorer and less educated individuals in developing societies like the settings studied might not be warranted in this case. The tendency seems to be in the direction of the printed media (newspapers and magazines) functioning as more important sources of information for the lower socioeconomic groups than for the more privileged groups.

Television seems to be taking over a predominant role as the electronic medium which produces the strongest impact in the persons' levels of public affairs information in most of the media saturation conditions where it is available. So it was concluded that as television becomes more accessible its effects on the people's levels of public affairs information are stronger than those of radio.

The general trend in the data seems to support the assumption that selective exposure to public affairs content in the media produces stronger impact on the individuals' levels of public affairs information. This seems to be more likely for general public affairs information.

The data suggest that individuals get most of their information input about public affairs from the mass media rather than from interpersonal communication, as measured in this study.

Finally, age does not appear to be an important contributor to or contingent condition of the process of informational status acquisition in the settings studied. Neither does interest show any significant impact on the dependent variables.

TELEVISION GAMES CHILDREN PLAY: CHILDREN'S

COMMUNICATIVE USES OF TELEVISION Order No. 8115115

JAMES, NAVITA ELOISE CUMMINGS, Ph.D. *The Ohio State University*, 1981. 338pp. Adviser: Professor Thomas A. McCain

The purpose of this study was to explore and identify the different ways day care center children used television and television-based materials in their daily lives. For eight weeks children ranging in age from three to six years old were observed in a day care center. Participant observation was used to focus attention on the children's observable television-based behavior including television viewing, television-based talk, television-based play, and the use of television-based consumer goods such as toys and clothes. The focus of the study, young children's use of television-based materials in their spontaneous play, emerged during the course of the field observations. Interviews were conducted with the children, their parents, and the day care center staff about the children's uses of television.

The results suggested that the children developed "games" utilizing television content in both television viewing context and in non-television viewing context.

The "game of watching television" was identified in the viewing context. This game was comprised of sets of patterned behavior that had developed around the regularly viewed television programs. The analysis of the "game of watching television" revealed several basic themes or games which the researcher labeled the "games of I", the "games of 5 and others", and the "games of Let's". These were all language-based television games, and each had several variations. For example, the "games of I" included the variations of "I have" (something seen on television), "I am going" (someplace seen on television), and "I can do" (something seen on television). In the children's culture, there were distinct sets of rules for how these viewing games were played.

In the non-viewing contexts, television-based games were also identified. The children called these games by the names of the television programs and characters upon which the games were based. Popular games at the day care center included Batman, the Bionic Man and Woman, and Donnie and Marie. These games had several variations, and each variation had its own distinct set of rules. The analysis of non-viewing games revealed that these games were largely variations of traditional children's games, e.g., "good guys versus bad guys", "house and family", "follow the leader" and "singing and entertaining games". For example, the game variations of the Bionic Man and Woman included "The Bionic Man and Woman versus the bad guys and Big Foot", "Bionic House", and "Bionic Follow the Leader".

The age and sex of the players were strongly related to what games were played, how the games were played, and who played the games. Other factors affecting the play included the availability of "props" and where the play occurred.

This research also identified (1) the kinds of programs and characters that preschool children selected for use in their play, (2) the children's perceptions about what they saw on television, (3) sixty plus verbal and

nonverbal acts the children engaged in while watching television, (4) constructs the children used when determining what was "real" and what was "pretend" on television, and (5) differences between parent and children responses about the children's favorite television programs and characters.

Based on the findings in this study, it was asserted that the children used television-based play to learn more about themselves in relation to their affective worlds (feelings), their objective worlds (things), and their social worlds (people). From the adult perspective, some of these uses were functional, e.g., developing language skills, while others were dysfunctional, e.g., excluding girls from television-based play because the program upon which the play was based had no lead female characters.

THE DECISION-MAKING PROCESS OF THE RADIO MUSIC GATEKEEPER: A PATH ANALYTICAL APPROACH

Order No. 8116133

KELLNER, DAVID BOB, Ph.D. *University of Oregon*, 1981. 146pp. Adviser: William R. Elliott

The study of mass media gatekeepers has been limited primarily to the investigation of those in news and editorial roles. Although music and program directors of radio stations wield tremendous collective power in determining the success of popular music recordings, their decision-making processes have received little serious academic attention.

The author proposes a three-stage, block recursive model consisting of antecedent, process, and consequence variables. The antecedent blocks included experiential variables (age, years in radio, and years in programming) and market complexity variables (population and number of Arbitron surveys). The process blocks were intuition, evaluative criteria variables (tradeweekly reports, survey research, and local sales), audience orientation variables (familiarity of artist and compatibility of target audience), and interpersonal influence variables (opinions of disc jockeys, influence of other programmers, and influence of record promoters). The consequence stage, selection, measured the correlation between an individual's rank order of 10 randomly-selected records and *Billboard* magazine's ranking of the same 10 records.

Respondents for the study were limited to program and assistant program directors and music directors of "contemporary" music stations in the states of Washington, Oregon, and California. Completed questionnaires were received from 34 programmers representing 64 stations.

Factor analysis was used to confirm the author's grouping of block indicators. The experiential and market blocks emerged as proposed. However, three different process blocks emerged: industry orientation (tradeweekly reports and other programmers), audience orientation (intuition, familiarity of artist, and audience compatibility), and autonomy (bipolar: influence of record promoters and survey research). These were adopted as the revised process variables due to their intuitive appropriateness.

The revised model was analyzed using path analytical techniques. Most notably, the experiential block showed no influence indicating a high degree of standardization within the narrowly-defined format and music genre studied. The influence of market complexity was evident in the path coefficients leading to industry (-.13), audience (-.18), and autonomy (.15). While these path coefficients have low levels of significance ($p < .25$, $p < .10$, and $p < .25$ respectively), the author notes that for relatively small sample sizes, otherwise significant coefficients are often rejected as nonsignificant.

With these limitations in mind, the revised model indicated that the greater the market complexity, the more autonomous the decision maker; that is, the more dependent the programmer is on objective data and less on interpersonal influence from record promoters. As market complexity increases, the lesser the orientation toward the radio industry for opinion leadership. Also, the intuitive view of the audience is less influential in decision-making at the higher market levels.

The path coefficient leading to Selection from autonomy indicated little influence (-.07). As expected, however, an increase in audience orientation results in an increase in the selection correlation with a path coefficient of .15 ($p < .25$). Also, the greater the industry orientation, the greater the selection correlation (.17, $p < .25$).

The revised four-variable model underscores the other-directed nature of the selection process with the programmer influenced primarily by the competitive nature of the market, industry standards, and perceptions of audience tastes. These findings are, of course, tentative due to the size and significance of the path coefficients. However, the author noted that a refinement in the measurement of the process variables and particularly of selection, and an increase in the sample size could increase the usefulness of this model in explaining the selection process.

LISTENER PERCEPTIONS AS DIMENSIONS OF RADIO STATION POSITIONING: A MULTIVARIATE ANALYSIS

Order No. 8114533

KENNEDY, DAVID EDWARD, Ph.D. *Bowling Green State University*, 1981. 128pp.

The purpose of this study was to evaluate a means for examining the ways in which listeners perceive competitive radio stations and "position" them with respect to each other. Specifically, this involved application of the marketing-based "positioning" theory to standard communication research techniques.

Three competitive AM radio stations in Orlando, Florida, WKIS, WDBO and WHOO, were used for this study. A sample of 400 respondents interviewed by telephone evaluated each station using an instrument developed from focus group discussions with target audience members.

Three hypotheses concerning the perceptual evaluations of these stations were developed. The first, which suggested the existence of underlying perceptual dimensions common to each station, was supported. Factor analyses of the evaluative data for each station showed the existence of three distinct dimensions, labeled Information, Dependability and Format Structure.

The second hypothesis inferred that perceived differences among the stations would be reflected in terms of the evaluated level of each station on each dimension. The data indicated that there was a significant difference, based on mean scores, between WKIS and the other stations on the Dependability dimension, but no differences were found on either of the other dimensions.

The third hypothesis directly addressed the "positioning" issue, suggesting that the perceived differences would effect distinct "positioning" of the stations with respect to each other, based on the perceptual dimensions. Multiple discriminant analysis of the perceptual data supported this hypothesis, as the Dependability dimension proved to be the major factor to which distinct positioning of the stations could be attributed. The perceptual map based on this analysis showed that the Dependability dimension was clearly associated with WDBO and WHOO, but not with WKIS.

This study represents a unique listener-based approach to radio programming theory and research, permitting the station programmer to identify and evaluate major competitive factors around which the programming and promotion of the station can be developed.

INTRINSIC UTILITY, EXTRINSIC UTILITY, COMMUNICATORY UTILITY AND INFORMATION SEEKING: A SEARCH FOR A CROSS-CULTURAL AND CROSS-SITUATIONAL PATH MODEL

Order No. 8120703

KUANG TSUI, SUNSHINE C., Ph.D. *Southern Illinois University at Carbondale*, 1980. 159pp. Major Professor: L. Erwin Atwood

This study proposes that use of the mass media can be characterized as a process, in which individuals who have need attributes seek out, or are receptive to, specific materials in the mass media that are perceived to have attributes that will satisfy those needs. The individual needs may be described as (1) a need for information that will provide a basis for or contribute to decision-making, (2) entertainment or reinforcement, (3) subsequent communication behavior. These elements may be collectively termed as a need to know. The attributes of the media content may be described as (1) extrinsic utility, (2) intrinsic utility, and (3) communicatory utility. These motivations arise from antecedent characteristics of the individuals and direct the media use behaviors.

These assumed relationships were tested in causal path models using data collected from 441 students at two universities in Thailand and from 119 American voters during the 1976 presidential campaign. In the Thai model the antecedent characteristics of the individuals include the psychological variables of achievement motivation, alienation, perceived status inconsistency, and the demographic variable of respondent's sex. In the voting models the antecedent characteristics were demographic variables--age, sex, education, and socio-economic status. Two voting models were tested. One model utilized data collected at a single point in time prior to the first debate between Gerald Ford and Jimmy Carter. The second model utilized longitudinal data in which the antecedents were the predebate measures and the motivational and media use behaviors were measured just before election day. In both the Thai and the U.S. models, the motivational variables were (1) relevance, (2) extrinsic utility, (3) intrinsic utility, and (4) communicatory utility.

The findings indicate that the psychological antecedents have a greater causal impact on the motivational variables than do the demographics. Among the students, achievement motivation had the greatest impact on motivation. Relevance lead to all media use behaviors, extrinsic utility lead to use of newspapers and magazines for news about government operations and decisions. Intrinsic utility lead to use of television and radio news. Communicatory utility reduced the use of all media. Among the voters in the predebate model, those with less education and the younger were most likely to expect information useful for decision-making and discussion. In the longitudinal model, females and those with lower education were most likely to expect extrinsic utility. However, in both voter models only intrinsic utility (entertainment) lead to number of times of seeing television campaign information.

AN INVESTIGATION INTO ENVIRONMENTAL ACTIVISM

Order No. 8107037

LARSON, MARK ANDREW, Ph.D. *The University of Wisconsin - Madison*, 1980. 145pp. Supervisor: Professor Lloyd R. Bostian

A systematic review of the empirical generalizations in the environmental literature revealed a wide range of findings in terms of relationships between environmental concern and activism and communication, social, demographic and psychological variables. Since little attention had been given to the methodology of replication to verify these empirical generalizations, the goal of this research was to test the soundness of the empirical generalizations in the environmental literature by attempting to replicate previously identified relationships between environmental activism and communication, social, demographic and psychological variables.

The research design compared environmentally active respondents to non-active respondents (identified by responses to five behaviorally oriented environmental activism questionnaire items) in a random sample of 548 Wisconsin adults. In addition, a select sample of 164 environmental activists from Madison, Wisconsin was surveyed to permit comparisons between environmental activists in the statewide sample and environmental activists in the select sample, and to permit replication of studies in the environmental literature which used select samples of environmental activists.

Specific findings of the data analysis are as follows: A positive relationship was found in the statewide sample between environmental activism and reading magazines regularly, wanting to find out more about environmental issues, and reading news magazines and science/technical reports. The select sample of environmental activists also showed high readership of news magazines and science/technical reports, as well as environmental magazines. This evidence tends to replicate previous findings.

Environmental activists in the statewide sample were similar to the non-active respondents in habitual mass-media use and in citing newspapers and television as their most important and influential sources of information on environmental issues. The select sample of environmental activists were quite different in their choices, citing newspapers and magazines as their most important and influential sources of environmental information; few mentioned television or radio. This latter finding replicates findings from other studies using select samples of environmental activists.

A positive relationship was found between environmental activism and social class and "white-collar" occupation in both samples of environmental activists, which replicates previous findings. Environmental activists in the statewide sample also tended to have lived in large urban areas before the age of 18. No relationship was found between environmental activism and sex of respondent or religious preference.

This research failed to replicate the generalization that environmental activism is related to political-party preference or left-right ideology in the statewide sample, though the select sample of environmental activists was strongly Democratic or Independent and liberal. A positive relationship was found between environmental activism and belonging to community-action and political organizations in both samples.

The environmental activists in the statewide sample tended to disbelieve in the ability of technology to solve environmental problems and to believe in being personally responsible for solving environmental problems. This replicates evidence that how one views the efficacy of one's own actions is related to the likelihood of participation in social activism.

A positive relationship was found between environmental activism and education level achieved by respondents, which replicated previous evidence in the environmental literature. No relationship was found

between environmental activism and age, though environmental activists were younger (mean age = 40) than non-active respondents (mean age = 47).

The environmental activists did tend to perceive environmental problems as more serious in areas where they lived than non-active persons.

THE RELATIONSHIP BETWEEN COGNITIVE STRUCTURE AND ADVERTISING PLACEMENT: AN EXPERIMENT

Order No. 8121824

MACKLIN, MARY CAROLE WARD, Ph.D. *The Ohio State University*, 1981. 181pp. Adviser: Professor Frederick D. Sturdivant

In recent years a number of consumer and educational groups, as well as the Federal Trade Commission, have expressed concern about the influence of television commercials on children. Fundamental to these concerns was the issue of whether or not children possessed the analytical sophistication to understand the content and nature of commercial messages. This dissertation reports on an experimental conduct to examine specific aspects of this broader issue.

In May of 1980, 101 children from first, fifth, and sixth grades in Dayton were randomly assigned to groups that were asked to watch a television show on playground safety. Two sequences of commercials were included in the show, including experimental ones.

The experiment involved the testing of basic assumptions from the field of child development. Three independent variables (grade, message placement, and time) were manipulated to examine whether young children concentrate in response to commercials. Concentration suggests that young children (generally under eight years of age) focus on only one part of a stimulus. The dissertation research specifically addressed the question of whether young children focus unidimensionally on television commercials or whether they are capable of interpreting the multiple messages contained therein.

Three major hypotheses were tested. The first suggested that the amount of attitude change by young children as a result of exposure to a commercial message is related to the placement of the message within a sequence of televised advertisements. It was hypothesized that, among first graders, the greatest amount of attitude change would be found among those students exposed to a distinct advertisement in the form of a supplemental message. This hypothesis was based on Piaget's assertion that young children exhibit unidimensional focusing abilities. Therefore, information should be presented distinctly in order for young children to grasp it.

The second and third hypotheses focused on behavioral criteria. It was hypothesized that, among first graders, those who watched a distinct message would exhibit more intentions and behavior in the message's advocated direction. In addition across all subjects, attitudes concerning the recommendations contained in the message were hypothesized to be consistent with the children's intent and actual behavior.

The results indicated no support for the first hypothesis involving attitude change. Indeed, contrary to intuitive expectations that older children would be analytically more sophisticated and thus be more responsive to the message, the first graders exhibited more significant change. The second hypothesis, which predicted superiority of the distinct message among young children, was refuted because first graders not exposed to the supplemental message behaved no differently than their peers who saw the supplemental message. The third hypothesis, which concerned consistency between attitudes and behavioral criteria across all subjects, received only occasional support.

The findings from the research neither confirmed nor disconfirmed the narrow focusing abilities of young children. It is, however, an issue of considerable importance and, therefore, is deserving of further research.

This study seeks to examine what will happen with the optimal location patterns of new slaughterhouses in Beni and factor-product flows as the new transportation connections are completed. The criterion of optimality selected in the analysis is the minimum combined costs of assembling and slaughtering cattle and distributing beef. Two beef qualities, four plant sizes, four levels of operation, and four export scenarios are considered. The analysis employs an iterative linear programming procedure.

It is found that the new transport projects have a negligible impact upon optimal patterns of plant locations, sizes and levels of operation and factor-product flows. This is so because: (a) For most routes, the new road and rail connections do not reduce transport costs of beef. As a consequence, air transportation continues to be the dominant mode for beef shipments; (b) there exist various institutional

constraints, not considered in the mathematical model, which increase beef transport costs in relation to those of live cattle; and (c) given a slaughterhouse size and level of operation, all plant sites have identical processing costs.

The analysis indicates that alternative export scenarios have significant effects upon optimal locations, numbers, and sizes of slaughterhouses. This implies that plant location patterns should be formulated after foreign market opportunities have been carefully assessed.

Various factors were not considered in the analysis, such as other livestock types, taxes and levies, cattle by-products, and seasonal variations in the transportation infrastructure. The study permits one to focus on various areas in which existing information is weak. Several possible extensions of the analysis are suggested.

**AN EXPLORATORY STUDY OF THE RELATIONSHIP
BETWEEN COMMERCIAL TELEVISION'S ADVERTISING OF
OVER-THE-COUNTER DRUGS AND DRUG USE, MISUSE,
AND ABUSE AMONG SELECTED COLLEGE STUDENTS**
Order No. 8122653

MARTIN, CHORSE EZEL, Ph.D. *Southern Illinois University at Carbondale*, 1981. 185pp. Major Professor: Dr. David F. Duncan

The primary purpose of this study was to undertake a systematic replication of James Hulbert's (1974) study conducted at Columbia University in New York which investigated the relationship of television viewing and television advertising of proprietary drugs to drug taking in a college population. A supplemental instrument developed by this investigator and validated by a panel of experts was used to differentiate among levels of drug use, misuse, and abuse of alcohol, aspirin, and marijuana.

Data were collected from 223 graduate and undergraduate students representing 9 of 11 academic units at Southern Illinois University at Carbondale. This was 1.05% of the 21,144 students enrolled on campus during Fall Semester, 1980.

A total of 22 graduate and undergraduate students participated in a test and retest of Hulbert's (1974) instrument and the supplemental instrument. Test and retest frequencies were compared using two-way crosstables. Chi-square goodness of fit tests were calculated from the cross-tabulation tables. Results of the tests (significance level = .05) indicated that 39.7% of the variables yielded significantly different results at retest from test, indicating that the items were unreliable. The remainder of the test items, 60.3%, appeared to be reliable measures of association.

Frequencies of drug taking was tabulated with television viewing and demographic variables. Stepwise multiple regression was run using demographic variables as predictors of both "hard" drugs and proprietary drug taking.

Significant positive relationships (.05 level of significance), indicate that the more time subjects reported viewing weekday television, the more likely they were to be marijuana users. Subject's ability to recall advertising for specific drug products was negatively related to alcohol use. There was a significant negative differential relationship between recall of drug advertisements and drug use, misuse, and abuse.

According to socio-demographic characteristics, a higher level of education of the mother, friends' usage of amphetamines, and cocaine were significant positive factors in illicit drug use. There were also three negatively associated relationships which did not relate to the illicit drug user's profile: present residency with parents, heroin usage, and level of independence. Psychological characteristics of level of independence, and low confidence in leading others appeared to be significant positive differentiating factors in alcohol use, misuse, and abuse. The amount of medications taken during pre-adolescence seemed to be significant positive factors in distinguishing differential relationships between aspirin use, misuse, and abuse. In differentiating among marijuana use, misuse, and abuse, a high level of independence, and a relatively high quality of family health appeared to be significant positive factors in marijuana abuse. Two significantly negative relationships also emerged from this test and were shown to not be related to the above profile: number of years in present living arrangement, and television, as rank ordered in conjunction with individual media preference.

Significant positive results indicated that proprietary drug users were more likely to be users of cocaine and aspirin. Significant positive results also indicated that proprietary drug users appeared to be innovative, lacked confidence in controlling their destiny, tended

to be influenced by friends' usage of barbiturates, and tended to be influenced by their feelings toward television viewing. Four significant negative relationships were not related to the proprietary drug taker's profile: religion, "other" drugs, respondent's report of friends' or acquaintances' attempts at persuading respondent's use of cocaine, and weekday viewing of television.

**TELEVIEWING HABITS AND EARLY SCHOOL ACHIEVEMENT
OF GIFTED CHILDREN**
Order No. 8122967

MARTUCCI, MARIANNE L., Ed.D. *Columbia University Teachers College*, 1981. 109pp. Sponsor: Professor Thurston A. Atkins

The purpose of this study was to determine whether there was a relationship between high verbal and quantitative achievement test scores of gifted children and their televiewing habits. The study was similar to that of Perney et al. (1976), which was done with average ability kindergarten children.

The gifted children who participated in this study attended Hunter College Elementary School. Three kindergarten classes participated in the study. The sample consisted of 40 children ranging in age from 5 years, 8 months to 6 years, 7 months. Twenty of the kindergarteners were boys and 20 were girls.

To determine the number of hours of televiewing and the types of programs the children viewed, a listing of programs taken from the TV Guide magazine was used to collect these data.

A five-page Parent Questionnaire was developed to gather data on the televiewing habits of the gifted kindergarteners. The questionnaire elicited the following information: (1) The selection of programs. (2) The amount of televiewing. (3) If the child viewed TV with another person. (4) If the content of the program was discussed. (5) If TV was used to assist parents in teaching their child. (6) If TV was used as a punishment, reward, or baby sitter. (7) Parents' attitudes regarding commercial TV. (8) The number of television sets in the home, location of the sets, and type of set (e.g., if it was color). (9) The age at which the child began to view TV. The Stanford Achievement Test, Primary Battery I was administered to determine early school achievement.

The results showed that early school achievement of gifted kindergarten children was negatively correlated to the viewing of comedy-variety-drama-science-fiction programs. The total viewing of television was negatively correlated to vocabulary scores. This finding was in agreement with the findings in other studies using average ability early childhood-age children (Gadberry, 1977; Perney et al., 1976). Past research (Gadberry, 1977) found that cartoons and educational programs had positive effects on academic grades for first graders, but adventure shows had negative effects. Perney et al. (1976) found that viewing comedy-variety-drama-science-fiction shows was negatively correlated with verbal and quantitative achievement scores for kindergarten girls with average ability. The viewing of *The Electric Company* was positively correlated to quantitative and verbal achievement for boys (Perney et al., 1976). In the present study the viewing of educational programs and cartoons was not correlated to achievement test scores.

The majority of the gifted children viewed comedy-variety-drama-science-fiction and cartoons in the 1 to 18 hour per week range. Educational shows were viewed mostly in the 1 to 9 hour per week range. Total television viewing of all programs fell most heavily in the 10 to 24 hour per week range. Past research has shown that children viewed television from 14 to 34 hours per week (Gadberry, 1977; Lyle & Hoffman, 1972a; Stein & Friedrich, 1972; Winick & Winick, 1979). Perney et al. (1976) found that average ability boys tended to watch more cartoons and comedy-variety-drama-science-fiction shows than the girls. The girls tended to watch more educational shows. In the present study the boys watched slightly more than the girls in all categories.

There were no relationships in variations in parental strategies to televiewing and their child's early school achievement. This finding was in agreement with Perney et al. (1976).

To corroborate these findings a similar study could be done using a larger sample, and the study could be extended over a longer period of time. The results of this study apply only to early childhood gifted children who live in a large metropolitan area such as New York City.

A COMPARISON OF ICONIC AND SYMBOLIC INFORMATION PROCESSING CODES' EFFECTIVENESS IN PRESENTING MATERIAL VIA INSTRUCTIONAL TELEVISION

Order No. 8123497

MEIERDIERCKS, CHARLES KENNETH, Ph.D. *University of Oregon*, 1981. 100pp. Adviser: Ray E. Hull

This study was prompted by remarks made by Wilbur Schramm: "If we understood this process fully, informational processing codes, we would understand more than we do about learning from the media" (1977, p. 13).

The purpose was to determine if two modes of information processing; iconic and symbolic, when used in a televised lesson, caused a difference in performance of a specified task, that of creating a visual design characterized by good balance, effective use of color, and appropriate lettering.

The material to be taught was a lesson on layout design principles. The principles were divided into three basic areas: use of balance, use of color, and use of lettering. Two television tapes were made. One, which represented the symbolic information processing code, contained verbal instructions, demonstrations involving manipulations of space and mass to illustrate balance in layout and color relationships, and some rough examples of balance and color principles in a layout. The appropriate use of different types of lettering was described and illustrated.

A second video tape represented the iconic information processing code. It contained 70 slides of completed layout designs gathered from magazines and from books on award winning graphic designs. A restrained use of symbols as exemplified by language was achieved by keeping printed matter to seven words and no "voice over" commentary. Most of the layout design examples that were shown lack sufficient detail for legibility of printed matter. The viewer had, in the 4- to 6-second glimpse of the layout, only enough time for a general impression of color and overall balance of the design without being permitted time for a conscientious study. The last third of the tape showed various letter types.

The two tapes were presented to a panel of three experts in various fields of visualization to validate the iconic and symbolic nature of the respective tapes. The judges validated the respective tapes as being representative of iconic and symbolic information processing codes.

The subjects were 81 students enrolled in an educational media class at the University of Oregon. They were asked to make a sketch for an instructional poster. This was considered the pretest or pre-video tape intervention sketch. Forty-three of the students were randomly assigned to watch the iconic information processing coded tape, and 38 subjects were randomly assigned to view the symbolic video tape. At the conclusion of the viewing, the subjects were asked to make another sketch for an instructional poster.

Eight judges were asked to determine which sketch, pre- or post-video tape, demonstrated a better sense of balance, good use of color, appropriate lettering, and effort. The results of their judgments showed that there was a statistically significant difference ($p < .001$) for the color, lettering, and effort components of layout design between the pre- and posttest sketches for those students who had watched the iconic video tape presentation. Balance was significantly different at the $p < .05$ level. The percentage of change between the total score values for the pre- and post-iconic test were 37 percent for the balance criterion, 209 percent for the color, 101 percent for the lettering, and 68 percent for the effort criterion. All changes were in a favorable direction.

For those students who viewed the symbolic information processing coded video tape, differences between the pre- and posttest for the criteria tested were not statistically significant at the $p < .05$ level. The percentage of change between the scores for the pre- and post-symbolic video tape sketches were: balance, 2 percent; color, 21 percent; lettering, 4 percent; and effort, 30 percent. Changes for balance and lettering were in a favorable direction.

CONVERSION, THE MASS MEDIA, AND THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

Order No. 8120180

MILLER, HEATHER ROSEMARY, Ph.D. *United States International University*, 1981. 141pp. Chairperson: Paul J. Campisi

The Problem. The problem addressed in this dissertation was the importance of mass media on religious conversion. The purpose of the study was to investigate the use of mass media in the Church of Jesus Christ of Latter-day Saints and determine its relationship to the conversion numbers.

Method. A descriptive analysis of the use of mass media in the Mormon Church provided a comprehensive background for the research. A questionnaire survey and interviews were used to secure data for the research.

The instruments used for the survey and interviews were designed specifically for this study as there were no existing surveys or interview formats relevant to this research. The eight item questionnaire was principally designed to assess the importance of the three factors, mass media, family or friends, and missionaries, in conversion to the Mormon Church. The interview format followed the same line of questioning as the survey with questions asking specifics; the interviews were open-ended. The research was conducted in the San Diego area at Mormon Church buildings. The

population of the subjects was 200 male and female adult members of the Mormon Church who were converts to the religion. The survey questionnaire was given to all 200 subjects. The interviews were conducted, after the survey data were collected, with six of the 200 subjects participating in the study.

Results. The findings of the survey and interviews revealed several items of interest. The mass media, used in the Mormon Church, magazines, movies, and the radio program "Music and the Spoken Word" were found to be influential in the Mormon Church relative to conversion. However, the subjects in the study rated "family or friends" as the primary influencing factor in their conversion. Missionaries were found to be influential but secondary to "family or friends."

POLITICAL MYTH AND THE FILM

Order No. 8115017

MORRISON, JAMES WINSTON, Ph.D. *University of Minnesota*, 1981. 359pp.

The dissertation assesses the nature of political myth in modern societies by: (a) elaborating a concept of political myth which is derived from the history of political thought and which is related to, although distinct from, such similar concepts as political ideologies and legends; (b) explicating two political myths, the myth of the Aryan race and the Horatio Alger myth; (c) evaluating the economic and political constraints which might have affected the promotion or suppression of these myths in their respective societies, Germany and the United States, during the 1930's; and (d) using the concept of political myth, and the two myths described, to examine politically-significant mythic aspects of theatrical films in Germany and the United States in the 1930-9 period. The sample studied includes 60 German feature films and 135 American feature films.

The examination of these films focusses on these problems: To what extent does a political economy approach to film production aid in interpreting political messages in feature films? Do the films reflect changes in the political leadership of the two societies in 1933? To what extent do the films utilize myths in a status-quo-oriented "supportive" manner or in a political-change-oriented "supplanted" manner? Does the organizational structure of the film industry within each society act as a link between certain political characteristics of the wider society and the cultural product with which the sociology of knowledge has traditionally been concerned? How did the censorship constraints in each society fit into the mosaic of film production activities? Do the films of these two societies differ with respect to the extent to which they attempt to "shape" or "reflect" public opinion?

The concluding chapter of the thesis theorizes, based on the research, on the process by which political myths may be evolved, transmitted, and internalized in technologically-advanced societies and suggests linkages to some current research in adult political socialization.

DIDACTICAL GUIDELINES FOR EDUCATIONAL TELEVISION WITH SPECIAL REFERENCE TO EDUCATION FOR BLACKS IN THE REPUBLIC OF SOUTH AFRICA

NOKANENG, MOGOMO "BOY", D.Ed. *University of South Africa (South Africa)*, 1980. Promoter: Professor Dr. G. H. Steyn

In recent years countries throughout the world have experienced an increasing demand for quantitative education and for a qualitative instruction at all levels of learning. The complex nature of today's world demands that learners be prepared for change in a rapidly changing world. What is really needed is a re-evaluation of the efficacy of existing teaching strategies leading to a re-organisation of approaches which can integrate both teachers and technology, particularly television. This implies that if television is to be utilised optimally for educational purposes in Black education, such implementation will require scientific planning and development in order to satisfy pedagogical and didactical requirements.

Although the introduction of an expensive, complex educational innovation such as television, would seem to require considerable forethought and planning, before it could be implemented successfully for educational purposes, the history of educational television has often been one of inadequate planning and undue haste. As a result socio-cultural factors were often neglected.

Seen from a didactic point of view, television as a didactic aid, must fulfil certain requirements of the didactic design, as is the case with conventional teaching. The essentials of teaching cannot be changed because of television. The learning act as well as the didactic principles governing the act were considered in order to provide guidelines for the implementation of television in a didactic situation and which will at the same time contribute to the solution of particular didactic problems likely to be encountered in its implementation. And because a didactic situation presupposes a lesson structure, television as an aid can only be implemented within such a structure.

Some of the present and potential applications of television in different areas or levels of learning were explored. In addition to extending education to children who live in remote areas and providing schooling to parts of the country that are deficient in qualified teachers, educational television can be used to raise the quality of education in literacy programmes for adults. Perhaps the best use of educational television is to be found in a rapid expansion of better-trained classroom teachers. The most important recommendations are the following: (i) Educational television should be geared to the needs and cultural development of the Blacks. (ii) The Blacks themselves should take active part in the running of the television service even though it will mean using White advisers in the beginning. (iii) People who handle television programmes should be well versed in the pedagogical sense of the word, as well as in the didactic sense of the word. (iv) The role of educational television should be part of the total educational system of the Blacks.

VIEWING HABITS AND PREFERENCES OF CENTRAL IOWA FARM OPERATORS FOR TELEVIEWED AGRICULTURAL INFORMATION PROGRAMS

Order No. 8122552

NOMEIR, SAID ABDEL-FATTAH MOHAMED, Ph.D. Iowa State University, 1981. 121pp. Supervisor: Harold R. Crawford

The purpose of the study was to identify the viewing habits and preferences of farm operators living in central counties in the state of Iowa, U.S.A., based on four weekly televised agricultural information programs (TAIP). The objectives of the study focused on demographic and background characteristics of the farm operators; their viewership potential; size of the audience; farm viewer preferences; feelings about TV as a source of agricultural information; reasons for watching (or not watching) such programs; and TV agricultural programs and TV stations' general information.

The research procedure in this study involved a random multi-stage sample of 285 farm operators living in six counties in the overlapping viewing area in central Iowa.

Two different mail questionnaires were developed to collect the research data: one for the four TV station program directors and one for the farm operators.

Data collection took place during the period of May through August of 1980. An original and two follow-up copies from the farm operators' questionnaire for non-responders with different cover letters were sent by mail during this period. The response rate was 53.2 percent.

In general, the findings were that a majority of the farm operators were over 45 years of age, had graduated from high school or beyond, were reared on farms, and had more than 22 years experience in farming. They were full time farmers who owned all or some of the land farmed and had at least 200 acres. They tended to be diversified farmers with 51 to 100 percent of their families' total net income from farming.

About 45 percent of the respondents were not familiar with (or knew about but never watched) at least three of the four TAIP studied. However, about 53 percent watched at least two programs of the four at least once a month.

The study indicated also that farmers' chief reason for watching the programs was for farm market reports and forecasts. The main reason respondents gave for not watching the programs was that programs were televised at inconvenient times which affected their level of viewing such programs. They suggested weekday evening scheduling of farm programs, grain and livestock market information on the programs, and more repetition of the programs as ways of improving televised agricultural programs.

There were 16 null hypotheses for the study: nine of these were nonsignificant; 4 were significant; and 3--the number of TV sets farm operators have at home, years of experience in farming, and feelings about TV as a source of information at the trial stage of the adoption process--were highly or very highly significant in relation to viewing TAIP among groups of farm operators.

From the results obtained in this study, a set of nine recommendations was suggested for practice and further research.

THE CONCEPT OF MIMESIS IN TELEVISION LEARNING: A STUDY OF THE TELEVISION LEARNER AS PARTICIPANT

NOSTRAKKEN, DAVID VINCE, Ph.D. University of Toronto (Canada), 1980. Supervisor: Professor F. Rainsberry

Curriculum development for inquiry into television experience at the primary and secondary levels is proposed. Two problems are identified that inhibit such curriculum development. The first is a problem of critical consciousness, among educators and the public, of the nature and extent of television experience. Through an examination of the characteristics of television experience it is found that the experience itself does not support critical consciousness. The second is a problem of where to begin the development of a curriculum of television. The large and fragmented field of study into television requires an organizing principle or concept for a manageable curricular approach.

A Platonic term, *mimesis*, is offered as a concept for ordering a view of television experience based on evidence relating to the medium, content, learner and milieu of television. An analogy is drawn between the view of television experience and a Platonic view of the oral poetic experience of pre-literature culture. It is perceived that the interrelationship of medium, content, learner and milieu of television, like that of their counterparts in the oral tradition, leads to a participatory, uncritical experience. Cultural values, attitudes, perceptions and behaviors supported through the participation remain unexamined, as does the participatory experience itself. The overall experience is called *mimesis* by Plato.

The common English translation of *mimesis* is "imitation". The sense in which Plato speaks of imitation is contrasted with Aristotle's use of the term. Aristotle regards *mimesis* as a formal ordering of experience for understanding and self-awareness. Plato regards *mimesis* as a subjective, uncritical process and state of mind.

Having cast the *mimetic* or imitative view of television experience in Plato's sense of the term, the thesis calls for a liberal curriculum of Aristotelian principles for a critical consciousness of the experience. The imitative experience when objectified and reexamined is shown as central to an understanding of cultural values, perceptions, attitudes, behaviors, and of self. The basic Aristotelian tenets of a liberal education, the freeing from submission to impressions, beliefs and impulses for a critical and organizing power and deliberative command over choice and action, are seen as fundamental to an inquiry into television experience that ultimately enhances aesthetic sensitivity and self-awareness. The first step is to set the experience at a distance, and the second step is to reorder the experience into meaningful relation with knowledge and understanding.

Eric Havelock is the principle source for examining Plato's use of *mimesis*. Evidence relating to the medium, content, learner and milieu of television is drawn from psychological and sociological research, and from social and artistic criticism. The experience of Paulo Freire is used to illustrate the "setting at a distance" of a cultural experience. Curriculum theory of Joseph Schwab provides the framework within which the argument for curriculum development for inquiry into television experience is presented. The Aristotelian basis of Schwab's theory is traced. The recommended curricular process is deliberative, engaging the educator, with the student, in a critical reexamination of experience for a reordered understanding of the experience and self.

MASS MEDIA USES IN A DEVELOPING SOCIETY: AN EMPIRICAL STUDY OF THE GRATIFICATIONS SOUGHT FROM TELEVISION BY WEST INDIAN ADOLESCENTS

Order No. 8110092

PASHA, SYED HUSAIN, Ph.D. The University of Wisconsin - Madison, 1980. 201pp. Supervisor: Professor Jack M. McLeod

Research reported here seeks to uncover the gratifications sought by television audiences in a society like Trinidad, which is in the throes of developmental transition. Proceeding from an audience-centered (rather than a media-centered) model of communication research, the study posits

a conceptual scheme which consists of five major gratification groupings of Surveillance, Personal Guidance, Identification, Diversion, and Social Situation.

Dividing television content into movies, news, and variety shows, and using a sample of high school students from Trinidad, the study finds gratifications to be largely content-specific. Television movies as well as news are predominantly used for Surveillance whereas variety shows are used almost exclusively for Diversion. This finding strongly supports the view that television for the people of Trinidad is very much a window on the world. Dominance of Surveillance not only in news but also in movies implies that Trinidadians' view of the world—external reality—may to a large extent be shaped by the television movies imported from the United States and United Kingdom.

Diversion, on the other hand is strong not only in variety shows, but also in movies. Personal Guidance, like Surveillance, is a fairly strong factor in movies and news. Identification has a presence only in movies, but even here its role seems to be marginal.

Overall, Social Situation is the weakest media use category considered. This indicates that television use in Trinidad is largely a function of audience orientations and very little of social-structural variables beyond audience control.

CANADIAN FEATURE FILM INDUSTRY: MONOPOLY AND COMPETITION

PENDAKUR, MANJUNATH, Ph.D. *Simon Fraser University (Canada)*, 1980. Supervisor: Dr. Dallas W. Smythe

Scholarly study of monopoly power of the modern corporation is increasingly attracting the attention of researchers. This thesis, a case study on the power of the American multinational corporations involved in the production-distribution of feature films, contributes to the theory of monopoly power.

Canada today is the largest importer of American mass media content in the world. In the feature film industry, American films dominate the Canadian screens. The global preeminence of fewer than ten, large, integrated multinational media conglomerates based in the United States has been studied before. But their invasion and occupation of the Canadian feature film market has not been subjected to scholarly investigation. This thesis attempts to fill that gap.

The purpose of this thesis is to study historically, the political and economic processes that have led to Canada's dependence on American feature films.

The methodology employed is historical, analytical, and argumentative. Taped interviews conducted with some prominent spokespersons representing production, distribution and exhibition of feature films in Canada serve to corroborate the data found in traditional sources and also reveal new information. Two sets of hypotheses are proposed: (1) The oligopolistic structure of the feature film industry in Canada and the monopolistic market relationships among the dominant Canadian and American firms have precluded the free market forces from establishing an indigenous feature film industry in Canada. (2) The Canadian government has recognized the need for a national film industry as a vehicle to express and promote Canadian culture, but its policies have not altered the industry structure and market domination by American oligopoly firms.

The thesis demonstrates that the dominant American production-distribution companies and the dominant Canadian exhibitors are integrated by either structural or monopolistic market relationships. The production sector is largely left to independent companies which have no effective access to the Canadian and international distribution and exhibition markets.

It is argued that government of Canada's policies have historically protected the U.S. branch plant distribution/exhibition sector in Canada due to successful lobbying by the American film industry cartel (the Motion Picture Export Association of America). The present tax write-off policy aimed at shoring up the capitalist production sector may result in a branch plant production sector over-laid on the already existing branch plant distribution/exhibition sector.

The thesis concludes that unless the industry structure is altered by legislation, and a reasonable access for indigenous Canadian films to the nation's screens is secured, the development of a viable Canadian feature film industry will remain uncertain.

Two sets of policy measures are proposed to help set the Canadian feature film industry on a firm footing. They are: (1) measures that would assure profitability of Canadian films within the domestic market, and (2) measures that would assure profitability of Canadian films in the international markets.

WESTERN JUSTICE: THE POLITICS OF FENIMORE COOPER, OWEN WISTER AND THE WESTERN MOVIES

Order No. 8113163

PEYTON, ROBERT LEWIS, Ph.D. *University of California, Berkeley*, 1980. 256pp.

The Western movie has been an important source of political education for its audience in America during the past seventy-five years. A review of film criticism reveals that little notice has been taken of the political significance of the Western and that no agreement exists over the nature of the lessons taught by Westerns among the theorists who are aware of its political implications. The strategy, therefore, is to return to the originators of the genre, James Fenimore Cooper, the Leatherstocking Tales, and Owen Wister, *The Virginian*, to examine the political ideas they introduced into the Western before those ideas became deeply imbedded in the movie formula.

The Leatherstocking Tales constitute a serious political testament in the form of popular entertainment. A comparison between Cooper's view of the needs of the democracy, expressed in *The American Democrat*, and the character of Natty Bumppo as portrayed in all five Tales reveals that the virtues of the first truly popular Western hero are precisely those Cooper believed necessary to preserve the Republic and protect it against the major weaknesses of democratic government. Similarly, the study of *The Virginian* shows that Wister meant his novel to be an expression of the traditional American political creed which he believed threatened by changes in the society. The character of the Virginian was designed to create in the reader an appreciation for the virtues Wister held basic to the democracy of the Founding Fathers. The Virginian's opponent, Trampas, on the other hand, embodies evils that jeopardize the well-being of the political order, qualities also possessed by many of Leatherstocking's enemies.

An analysis of two representative Westerns, *My Darling Clementine* (1946) directed by John Ford, starring Henry Fonda, and *The Westerner* (1940) directed by William Wyler, starring Gary Cooper, indicates that the Fenimore Cooper-Wister legacy was transmitted intact by the actors and stories of the Westerns of the so-called classical period. However, the study concludes with the suggestion that changes in many modern Westerns have drastically altered the political lessons.

AN EXAMINATION OF SELECTED DIMENSIONS OF PERCEIVED REALITY OF MASS COMMUNICATED CONTENT

Order No. 8119169

POTTER, W. JAMES, Ph.D. *The Florida State University*, 1981. 117pp. Major Professor: C. Edward Wotring

A definition of perceived reality of televised content, was logically developed and empirically tested. The purpose was to achieve a more precise measurement of this construct which is increasingly considered to be an intervening variable in media effects research. In previous studies, subjects' perceptions of reality, in particular televised content, were sometimes found to be helpful in predicting changes in their attitudes and behaviors as reflections of that content. Also, several studies were conducted to determine the relationship of perceived reality with demographic and television usage variables. Results of this body of research are not conclusive enough to allow one to determine whether or not perceived reality is in fact a useful intervening variable in the media effects process. Therefore, it was argued that a more precise definition of perceived reality is needed.

A 100-item instrument was formulated based on a synthesis of the literature, in particular a study by Hawkins (1977). Items were developed which measured subjects' demographic background, television usage habits and perceptions of reality. The perceived reality items were written to measure perceptions at three levels of specificity (television in general, show types and specific shows) and two referents (people in shows and events in shows). It was hypothesized that the concept of perceived reality is not uni-dimensional but rather that it consists of three dimensions: Magic Window, Discrepancy (between television characters and real life people) and Instructional (social lessons).

Subjects were selected from three age populations: adolescents (12 to 15 years old), college students (18 to 24 years old), and older adults (55 years of age and older). A total of 186 subjects completed the questionnaire.

Perceived reality was found to have three component dimensions: Magic Window, Instructional and Identity. Magic Window is a dimension reflecting the degree to which a person believes a television program shows actual actions in the ongoing lives of real people and, as such, that the presented content is independent of the television coverage of it. The Instructional dimension reflects the degree to which a person believes that

televised content presents useful social information that can be applied in real life. The Identity dimension reflects the degree to which a person believes there are people portrayed on television that conform to people known in real life and that those people act in such a way as to portray useful lessons for the viewer.

Scales measuring each dimension were found to have high reliability (Magic Window, $\alpha = .83$; Instructional, $\alpha = .85$; and Identity, $\alpha = .86$). A subject's value on any of these three scales was not found to be related to demographic variables (age, sex, race, parent's education, parent's occupational status or household income) or to television usage variables (amount of viewing, types of shows favored or motives for viewing).

It was concluded that the construct of perceived reality was not unidimensional and that it is probably a psychological trait that cannot be adequately explained by a person's television usage habits or demographic background. Policy implications were discussed and a plan for future research was outlined.

MASS MEDIA CREDIBILITY: A STUDY OF AFRICAN AND U.S. STUDENTS

Order No. 8115031

PRATT, CORNELIUS, PH.D. *University of Minnesota*, 1981. 250pp.

This study examined patterns of mass media exposure and perceptions of U.S. media credibility in two sample groups--Sub-Saharan African and U.S. students at the University of Minnesota.

Samples of 149 Ethiopian and Nigerian students and 288 U.S. students, matched approximately on class and program of study in the University, responded to self-administered questionnaires. Ten hypotheses were tested.

Dependent variables were the amount of exposure to U.S. and international news in the U.S. media, exposure to foreign mass media, and perceptions of U.S. media credibility.

Independent variables for the *African sample* consisted of the (1) favorability of their perception of the economic and political relations between the U.S. and their home countries; (2) length of stay in the U.S.; (3) extent of their "sociability" with U.S. nationals; and (4) extent of their interest in international news.

For the *U.S. sample*, independent variables included interest in international news, extent of foreign travel, and contacts with foreign nationals in the U.S.

Mass Media Exposure. The first group of five hypotheses tested showed that (1) the *African sample* attached greater importance to the mass media than to interpersonal communication channels for U.S. news. For *international news*, interpersonal channels and the mass media were about equally important. (2) the mass media were the preferred sources of news among U.S. students. Furthermore, the difference between the dependence on the media and interpersonal channels was much larger among U.S. students than among African students.

For the *African sample*, predicted positive relationships between the favorability of their perception of inter-national relations, length of stay in the U.S., and "sociability" with U.S. nationals and media exposure patterns were not supported. However, significant, positive relationships, in large part, were established between reported interest in international news and reported exposure to foreign news media and to international news in the U.S. media.

Among U.S. students, the prediction that the amount of exposure to international news and to foreign news media would be positively related to the students' reported interest in international news, extent of foreign travel, and contacts with foreign nationals in the U.S. was confirmed.

U.S. Media Credibility. Factor analysis was used to construct a media credibility index from ratings on eighty semantic differential scales. Tests of the second group of five hypotheses showed that (1) the hypothesized positive relationship between media exposure (as independent variable) and perceived media credibility was generally not supported in either sample group. (2) in the *Nigerian subsample*, favorable perceptions of political and of trade relations between the U.S. and Nigeria were positively related to perceived media credibility, as predicted. As hypothesized, perception of tension in political relations was negatively related to the perceived credibility of the media. (3) in the *Ethiopian subsample*, the hypothesized negative relationship between the perception of tension in political and trade relations and perceived media credibility was confirmed. (4) the extent of "sociability" of the *African sample* with U.S. nationals was positively related to their perception of media credibility, as hypothesized. (5) in the *U.S. sample*, hypothesized negative relationships between perceived media credibility and (a) extensive contacts with foreign nationals in the U.S., and (b) exposure to foreign mass media were supported.

Over-all, the conclusions of this study provided varying levels of support for predicting media exposure and the perception of media credibility from social variables and from the perceptions of economic and political relations between nations.

MODELS OF ACCOMMODATION: ISSUES IN BROADCAST CENSORSHIP

Order No. 8116013

RIEDERER, MARILYN THERESE, PH.D. *The University of Wisconsin - Madison*, 1981. 231pp. Supervisor: Professor Don R. Le Duc

The complexities of the broadcast industry have historically created numerous instances of self-censorship and non-statutory prior restraint. The motivations behind such actions have stemmed from two main sources: fear of government intervention and fear of economic loss. This work examines the broadcast censorship issue as political activity--as process, rather than value.

The models of accommodation developed in this work organize a pattern of regulatory behavior with a special emphasis on the outcome of this behavior. This research suggests a strategy to approach the examination of communication patterns between various elements of the policy making factions while providing an examination of the broader issue of limitations placed on freedom of speech.

A model of accommodation is defined here as a process of compromise, adjustment, conforming to, various elements within the system. The Family Viewing Hour suit offers a "model of accommodation" for examination. The suit introduces an instance of prior restraint on constitutionally protected speech under the guise of industry response to public concern over television programming. In *Writers Guild of America v. FCC*, the court found that the Family Viewing Hour policy, ostensibly an exemplary attempt at self-regulation, was adopted by the networks as a direct result of FCC pressure. While not a landmark decision in terms of broadcast law, the case is significant as a demonstration of the various influences at work in the television regulation process.

This research demonstrates that the Family Viewing Hour case is not an isolated instance of a model of accommodation. After an introduction of the concept of "models of accommodation" in chapter one, chapter two provides the historical background of broadcast regulation. Industry attitudes, Congressional hearings, and FCC concern for the suitability of programming for family viewing provide the background for the examination of early Family Viewing Hour models. It is argued that the Family Viewing policy is usually a product of the style of self-regulation adopted by the broadcast industry in this country.

The third chapter provides an in-depth examination of the case *Writers Guild of America v. FCC*. The focus of this chapter is on the process, that is, the interaction between Congress, the FCC, the networks and the NAB in developing this model of accommodation. The issue of governmental or state action as applied and tested in the courts is provided to gain some insight into the constitutional argument handled in this case.

Television has become our foremost forum for free speech. The degree of control over programming exercised by the three major networks and the NAB suggests that these groups acting together could easily dominate the television forum and therefore determine the ideas and modes of expression seen and heard by the American people. The censorship issue involved in this case is extended to the broader question of access to the media. The dissertation concludes with an examination of the access issue, reflecting on the economic, legal, social and political aspects of this question.

In the final analysis, freedom of expression in the field of broadcasting today cannot be stated in absolute terms. As long as the demand for television access exceeds the supply of channel space, some system of priorities must be established and administered by someone granting or withholding this right. Ultimately, the decisions made in this area of regulation must be made in keeping with the overriding consideration of the public's interest in free and robust debate. This research suggests that decision-making via a process of private accommodation is more insidious than government regulation because it takes place outside of the public arena.

AFFECTIVE RESPONSES TO THE LITERARY AND CINEMATIC ELEMENTS IN AN EDUCATIONAL FILM: A DESCRIPTIVE INVESTIGATION

Order No. 8116672

ROBINSON, RHONDA SUE, PH.D. *The University of Wisconsin - Madison*, 1981. 256pp. Supervisor: Associate Professor Ann DeVaney Becker

Statement of Problem. The purpose of this study was to investigate the differences in responses of students to a short, educational film and a videotape of that film. The cognitive response involved students' understanding of the story elements of this film: plot, setting, character, mood, theme. The affective response involved their appreciation and reaction to both the story or theme and to the cinematic elements of the film. The study attempted to describe the students' visual understanding of the construction of the film, and how that construction led to their reactions. The questions under consideration were: (1) how do students view a film; (2) how does

the film create its affect; and (3) how do the knowledge of cinematic and literary elements affect the students response?

Procedure. Three methods of data collection were utilized to discover the film or videotape viewing experience of six classes of eighth grade English students. The primary data collection method was direct observation of student behaviors while viewing the film or videotape and participating in discussion. The second method employed was a survey of student attitudes through a questionnaire including both attitudinal scales and factual items. Comprehension, attitudinal, and biographical questions were included. The third method of data collection was a semi-structured interview, designed to obtain detailed responses from 10% of the students and all teachers involved.

The design, methods, materials, and instruments were all based upon normal classroom procedures and events, utilizing an holistic approach to investigating students' perception of a nonnarrated film. The affective elements of film were investigated as the interaction of the aesthetic form, literary content, and affective responses of the perceivers.

Results. Students revealed a story understanding of the literary elements of the film or videotape. From observation of the classroom viewing and discussions it was clear that students understood elements of plot, and theme. From all data collection methods, it was clear that some students had a moderate awareness of the cinematic elements under investigation. Students could detail the rhythm, pace, sound track, settings, color, and scene composition. They were less able to detail editing patterns or specific shot composition. Film viewers understood more than videotape viewers.

The data revealed that more students understood the film or videotape than were affected by it. Film students attended more, talked less, and revealed more involvement, were more descriptive in discussion, and revealed more change of mood and more liking for the film than did videotape viewers.

Conclusions. These data suggested that students' high levels of familiarity with film, videotape, and television did not create a high level of understanding of the images viewed. Also suggested was that great familiarity with film study or other photographic processes did not create a greater understanding nor attitudinal change.

Students' true cinematic understanding was not established; future research needs to identify separate cinematic elements for individual testing. The differences in viewing behaviors of film and videotape classes suggested future research on viewing conventions and habits to further investigate the format controversy and affective responses.

SOCIALIZATION PATTERNS AND PRESCHOOL CHILDREN'S TELEVISION AND FILM-RELATED PLAY BEHAVIOR

Order No. 8127069

SARETT, CARLA JOAN, Ph.D. *University of Pennsylvania*, 1981. 199pp. Supervisor: Dr. Larry Gross

The aim of this study was to investigate patterns of congruency between the television and film-related play of preschool children and class socialization patterns. Extracting from empirical studies on differential class socialization, the analysis focused on the structuring of social relationships and the purposiveness of the activity in play related to mediated themes. It was predicted that working-class children's play related to television and film would create social relationships defined by power and status, along with aggressive and negative activity, while upper-middle-class play would build egalitarian social relationships and purposive action.

Observations were performed, using naturalistic methods, in free-play periods in preschools which catered to children of either professional or working-class parents. Only social play was examined.

A total of 136 games could be related to television and film. The games were analyzed in terms of whether the relationships in them were egalitarian or asymmetrical, and whether the activity was goal-directed. This yielded four basic game types:

- (1) dominant/submissive; (2) protective/dependent;
- (3) competitive/aggressive; and (4) egalitarian/cooperative. The 70 middle-class and the 66 working-class games were classified according to these types, so that a quantitative analysis of distribution of types within each social class group was possible. The logic of the distribution conformed to the study's expectations. The majority of working-class games were negative, aggressive and contained non-egalitarian relationships, while the majority of upper middle-class games displayed egalitarian relationships and purposive activity.

Middle-class games also contained more rational motivation, novelty, role differentiation, and planning than did working-class children's games. Since the coding system was not tested for reliability, findings are considered tentative.

The expectation that middle-class play would have more flexible gender relations was not met. Both groups had sex-stereotyped play, without role-reversal. Sex differences were even stronger in middle-class groups. It was speculated that the middle-class boys' greater involvement with science fiction and space themes, such as *Star Wars* play, may be due to their use of toys related to these themes.

MEDIA UTILIZATION IN EDUCATION

Order No. 8115155

SEVEL, FRANCINE, Ph.D. *The Ohio State University*, 1981. 213pp. Adviser: Professor Donald Bateman

The purpose of this study was to determine if extended study of the modular film series, *A Galaxy of Motion Picture Documents on Communication Theory and the New Educational Media*, would shed light on the larger question of how media utilization can be improved. The study sought to answer the following questions: (1) What happens when we design media in a modular, nonlinear manner? (2) How will this design component affect utilization? (3) Will classroom teachers take advantage of this unique design component?

Data for the study were obtained from the following sources: (1) A comprehensive review of the literature of film design and utilization techniques. (2) An examination of the data compiled by the 1967 and 1971 study of the film series, *A Galaxy of Motion Picture Documents on Communication Theory and the New Educational Media*. Data for this study were collected through a series of nine focused-interviews conducted via the telephone. An interview guide served as the basis of these interviews. The guide focused on four components of film utilization: (1) personal demographics; (2) course/film series integration; (3) evaluations of the modular format; and (4) the individual process of film selection, utilization, and evaluation.

In many respects the film series, *A Galaxy of Motion Picture Documents on Communication Theory and the New Educational Media*, was ahead of its time. Although the idea of rearranging film modules to create your own presentations was innovative the available technology was troublesome. Results of the 1967, 1971, and 1980 studies of the film series indicated that due to the psychological and mechanical barriers associated with film splicing many subjects were reluctant to rearrange the film modules. Only recently have instructors had access to video editing decks. Also, the videodisc is now becoming a practical device which will make modularity feasible.

One of the most important implications of this study is that design itself does not affect utilization. Although the film series, *A Galaxy of Motion Picture Documents on Communication Theory and the New Educational Media*, was designed to be used in a modular, nonlinear manner the films were not always used that way. However, it is recommended that if producers want to encourage nonlinear utilization they should design modules for the videodisc.

Furthermore, design itself does not affect creativity. Results of this study indicate that although design can enhance creativity ultimately it is the characteristics of the user which determine creative use of media. Thus, producers have to do more to encourage creativity and users have to be more aware of the creative potentials of media use.

THE RIGHT OF PUBLIC COMMUNICATION: A NEW RATIONALE AND ROLE FOR THE FIRST AMENDMENT AND ELECTRONIC REGULATION AS SEEN IN ACCESS RIGHTS

Order No. 8114714

SILVERS, DEAN AVERY, Ph.D. *State University of New York at Buffalo*, 1980. 196pp.

The individual is fast losing her effective right to speak and to be heard in our society. As technology continues to play an increasingly important role in contemporary society, the electronic media will become the forums in which individuals can begin to exercise their effective rights to speak and to be heard.

Regulation of the electronic media takes on critical importance because significant individual freedoms will be gained or lost in future decisions regarding the individual's ability to gain access to speak and to be heard by a significant amount of people on the electronic media.

Diversity of programming has traditionally been the main rationale used in media regulation; if a particular device or claim increases the diversity in programming, then it is said to work in the "public interest" and enforces the individual's right within the electronic media. This

dissertation asserts that the diversity rationale can no longer serve as the sole rationale for media regulation and that a new rationale, the right to public communication, which consists of a right-to-know and a right to interact, must serve alongside the diversity rationale as a further means of strengthening the individual's right to communicate in society.

Communication is an on-going, reciprocal process. The right to interact, being a major part of the right to public communication, recognizes this factor, and calls for giving the individual a greater opportunity to interact with the electronic media. This dissertation then examines how our society, through its legislative, judicial, and social processes, has already begun to accept the notion of a right to interact as found in the general right to public communication.

Furthermore, this work hypothesizes that rights of access to the media, as operationalized by the right of public communication, has the best chance of success if those rights are exercised through public access to cable television. In addition, it is illustrated how public access to cable television can become stronger if the right to public communication and access is enforced on the state level as well as the federal level in attempting to secure individual freedoms within the electronic media.

The last section of this work shows how future technology must be tied to the right of public communication, and how the right to public communication meets the specific needs of people in helping them determine their future relationship to the technology that surrounds them.

COMMUNICATION TECHNOLOGIES AND SOCIETY:

CAUSALITY AND INTERVENTION

Order No. 8127693

SLACK, JENNIFER DARYL, Ph.D. *University of Illinois at Urbana-Champaign*, 1981. 184pp.

This study critiques current notions of and perspectives on communication technologies in order to demonstrate that such are inadequate as bases for critical and comprehensive understanding of the relationship between communication technologies and society and as bases for effective strategies for technological intervention. Out of the desire to control technological growth and the effects--both beneficial and deleterious--of technologies, three approaches have assumed paramount importance: Technology Assessment, Alternative Technology, and Luddism. These three are examined in depth and their failings explained, in part, in terms of the concepts of causality embedded in their analyses and practice. In contrast to inadequate conceptions of causality--simple, symptomatic, and expressive--a theory of structural causality, as developed by the French philosopher Louis Althusser, is explicated. By utilizing a model of causality as structural it is possible to overcome the deficiencies of the previous models and form the basis for a critical and comprehensive inquiry into the relationship between communication technologies and society and subsequent strategies for intervention. By applying structural causality to a concrete instance--the relationship between patent law and the invention and innovation of communication technologies--this study demonstrates the explanatory power of a structural causal approach in analyzing the relationship between the social formation and communication technologies. On the basis of this analysis, the study concludes that the only effective strategy of intervention in the relationship between patent law and the invention and innovation of communication technologies is one that seeks as its goal the abolition of property rights in invention. The study concludes with a discussion of the consequences of using a conception of causality as structural for the concept of communications revolutions, and more specifically for the concept of the information revolution.

AN INVESTIGATION OF RADIO STATION VARIABLES IN RELATION TO AUDIENCE SIZE

Order No. 8115157

SMITH, BIRNA RICHIE, Ph.D. *The Ohio State University*, 1981. 205pp. Adviser: Professor Joseph Foley

The purpose of this study was to investigate the manner and extent to which a selected set of independent variables related to the audience size of a sample of radio stations, and to determine the amount of variance in relative audience size attributable to each of these variables, singly and in combination.

Audience measures (dependent variables) were metro share and cume, including total persons age twelve years or older. Sources for data were 1975 publications of Arbitron, BF/Communications, National Association of Broadcasters, and Standard Rate and Data Service.

The sample consisted of all commercial radio stations in the largest, medium, and smallest markets located in each of the nine United States census divisions. This included 579 stations, of which 335 were AM and 244 were FM.

Independent variables included station format, number of other stations in the market with the same format, number of market AM and FM stations, station power, station frequency, year the station first went on the air, whether the station was located inside or outside the metro area, network affiliation, geographical census division, and size of the market (large, medium, or small).

Independent variables pertinent to AM stations included signal direction and nighttime power. Those applicable only to FM stations were signal type (stereo or monaural), polarization of signal, and height of antenna.

The SPSS breakdown computer program was used to generate share and cume mean values for each subcategory of each independent variable, and the eta statistic was applied to determine levels of dissimilarity of the means. The square of the eta value provided one measure of the extent to which variance in the dependent variables was attributable to each independent variable.

After the creation of dummy variables representing each category of the nominal variables, multiple stepwise regression was used to determine the r^2 measure of dependent variable variance accounted for by each independent variable and its separate categories, resulting in a bivariate analysis of the importance of each variable.

All relevant variables were combined for a stepwise multiple regression to determine the amount of share and cume variance accounted for by the entire set of variables. This also provided a means for assessing the importance of each independent variable when the influence of the others was held constant.

The variables showing a high relationship to AM station audience share were: (1) number of AM stations in the market, (2) metro location, (3) number of years on the air, (4) station power, (5) market size, (6) program format, (7) channel position, and (8) signal direction.

Those variables which best related to AM station cume included: (1) number of AM stations, (2) number of years on the air, (3) metro location, (4) program format, (5) station power, (6) size of the market, (7) channel position, and (8) signal direction.

Variables most important for FM station share were: (1) number of market FM stations, (2) metro location, (3) program format, (4) market size, and (5) station power.

For FM station audience size as measured by cume, the variables which seemed most important were: (1) number of market FM stations, (2) metro location, (3) network affiliation, (4) stereo signal, (5) market size, and (6) station power.

The program formats which most closely related to AM share and cume were: (1) contemporary, (2) popular-contemporary, (3) country-western, (4) popular-standard, (5) modern country, (6) contemporary-popular, and (7) standard-popular.

For FM share and cume, the most important formats were: (1) album music, (2) standard-popular, and (3) contemporary-popular.

SELECTING A SOURCE OF LOCAL TELEVISION NEWS IN THE SALT LAKE CITY SMSA: A MULTIVARIATE ANALYSIS OF COGNITIVE AND AFFECTIVE FACTORS FOR 384 RANDOMLY-SELECTED NEWSCAST VIEWERS

Order No. 8115913

SMITH, CONRAD GLENN PAGE, Ph.D. *Temple University*, 1981. 335pp. Major Adviser: Dr. Thomas F. Gordon

The study uses multivariate statistical techniques to examine the relative importance of cognitive and affective factors in the choice by viewers of a source of local television news. A probability sample of 384 adults represents news viewers in the SMSA population of 211,800 television households. Data were gathered between March and November, 1979. The 384 personal interviews constitute a completion rate of 62 percent of the eligible households.

Factor analysis and non-metric multidimensional scaling showed that the newscast selection process is a complex function of cognitive and affective variables and of viewer demographics. Discriminant analysis showed that newscast selection from among three choices could be correctly predicted more than two-thirds of the time using 12 or fewer selected variables.

The primary hypothesis, that purposive viewers select a newscast more on the basis of affective than cognitive factors, was not supported by the data. Viewers with a high school or less education were found to be significantly more influenced than others by affective newscast attributes. These and other aspects of news consumption in the SMSA are documented in 67 tables, figures, and appendices.

HISTORY OF BLACK ORIENTED RADIO IN CHICAGO 1929-1963

Order No. 8127698

SPAULDING, NORMAN W., PH.D. *University of Illinois at Urbana-Champaign*, 1981. 213pp.

An historical and cultural analysis of Black-oriented radio programming in Chicago between the years of 1929-1963, that shows how it became a major element in the changing cultural life of Chicago's Black community in those years. In that period, Black-oriented radio had a major influence both upon the general history of American radio broadcasting and upon America's musical tradition and styles. Black-oriented radio reflected and established new modes and styles of Black American culture, reified old myths, eulogized Black cultural heroes as no other mass medium had done up until that time. It is suggested that Black-oriented radio was the major socializing agency among Chicago's Black youth in those years.

The focus of the paper is upon Chicago, but includes disc jockeys at some stations in the suburbs and nearby Indiana who became popular in Chicago's Black community. Black-oriented radio started earlier and developed faster in Chicago than elsewhere, and the Chicago style became a prototype for stations throughout the country. Chicago's Jack L. Cropper is considered the first Black disc jockey.

The paper shows that Black radio was the first Black mass communications medium to leap across the boundaries of illiteracy and class to become a common denominator among Blacks and to extend musical styles and ritualistic forms throughout Black America. Despite the influence of the Black press, Black-oriented radio reached a much greater audience daily and presented its messages more dramatically because it used the cultural forms of music and language indigenous to its audience. Radio's liturgy of language and music appealed to Chicago's Black population with a magnetism that print media had never been able to offer. Black-oriented radio was the medium of the lower classes, whereas, Black print media reflected the dreams and aspirations of middle-class Blacks. However, Black-oriented radio also appealed to middle-class Blacks with a separate category of programming for them.

Historically, middle-class Blacks have often rejected Black musical styles that became popular with the masses or the lower class, and the history of Black-oriented radio shows this separation of musical tastes by classes. As Black-oriented radio evolved, it broke away from its original middle-class format, which featured personalities with white-sounding voices and musical styles that had been accepted by whites. The large migration of poor southern Blacks to Chicago after World War II sparked the shift by disc jockeys and marketeers to a lower-class audience.

At the same time, Black musical styles were changing. Down-home blues gave way to urban blues and eventually to rhythm and blues. The Black church, long a major institution in the Black community, experienced severe convulsions and changed its style of worship and music. Thus, Black-oriented radio was an expression of, and a participant in, the making of a new urban Black cultural world in the expanding community.

Black-created musical styles, poverty and discrimination, the Black world of entertainment, and the exciting culture of the streets are viewed as major ingredients in the development of Black radio. There is a brief analysis of Black radio economics and the symbiotic relationships between radio and the phonograph industry. The disc jockeys are analyzed in a sort of ethnography, explaining their cultural world and aspirations.

The interaction of the economics of the industry, the cultural world of the disc jockeys, and the cultural world of the restless and vastly expanded Black community interacted in the making of new styles and rituals of urban life.

Much of the data comes from personal interviews with disc jockeys, musicians, entertainers, radio station owners, producers and promotion men in the recording industry.

THE EFFECTS OF TELEVISION ON EARLY ADOLESCENTS

Order No. 8113287

STOMMES RALSTON, ANNE MARIE, PH.D. *The University of Nebraska-Lincoln*, 1981. 195pp. Adviser: Robert A. Mittelstaedt

In recent years there has been a great deal of controversy regarding the effects of television advertising and programming on children. Critics argue that television teaches children inappropriate values, manipulative behaviors, and causes them to desire products they would not otherwise buy. Defenders of television argue that children (or their parents) can

decide for themselves what information presented on television they want to pay attention to and what they want to watch.

Arguments presented by critics and defenders of television represent two opposing theoretical points of view concerning how people come to understand their environment. The assumption of social learning theory that people model behaviors seen in their environment is consistent with the argument presented by critics of television. The contention of conceptual systems theory that the parental training conditions a child is reared under determines how that child will come to interpret information from his/her environment is consistent with the argument presented by defenders of television.

Hypotheses representing each of these theories were tested in this study. The hypotheses representing social learning theory asserted that television has a significant effect on children's interpersonal orientation (which represents the rule structure children use when interpreting from their environment) and consumer socialization (which represents the child's economic values, sources of product information, and reasons for wanting and/or buying a product). The conceptual systems theory hypotheses asserted that (1) the parental training conditions under which a child is reared determines the child's interpersonal orientation and consumer socialization, and (2) a child's interpersonal orientation determines his/her consumer socialization.

Families with children between the ages of twelve to fifteen, recruited through the Lincoln area Parent-Teachers Association, served as subjects. Packets of questionnaires were delivered to the families to fill out in their homes. The final sample consisted of forty fathers, forty-eight mothers, thirty-nine mother-father pairs, and fifty-five children. Spearman's rho correlation coefficients were computed to test the hypotheses.

Results indicated no support for the social learning theory hypotheses. A relationship was found to exist between parental training conditions and the child's interpersonal orientation and economic values. In contrast to what would be expected given the postulates of conceptual systems theory, however, parental training conditions were negatively related to the child's interpersonal orientation and economic values. No significant relationship occurred between parental training conditions and sources of product information or reason for wanting and/or buying a product. Nor was any significant relationship found between the child's interpersonal orientation and any of the consumer socialization variables.

It was concluded that social learning theory does not provide an adequate framework for determining the effects of television on early adolescents. While there is some evidence that parental training conditions do influence a child's interpersonal orientation and economic values, the nature of this relationship cannot be determined from the results of this study.

CHILDREN'S COMPREHENSION FROM SELECTED SEGMENTS OF COMMERCIAL AND EDUCATIONALLY BROADCAST TELEVISION PROGRAMS AND ITS RELATIONSHIP TO VIEWING, FAMILY SIZE AND EDUCATION, ACHIEVEMENT, AGE, SEX AND BIRTH ORDER

Order No. 8114305

STORM, SUSAN RUOTSALA, PH.D. *The University of Iowa*, 1980. 205pp. Supervisor: Professor Lowell Schoer

The research was designed to determine young children's learning from selected television program content where the subject matter varies and to test for a relationship between that learning and a number of independent variables. It used a unique learning test developed from four selected television segments using instructional design principles. A score was determined for each subject on each of the four broadcast segments, as well as a total score. These were the dependent variables. The independent variables of significance included: age, level in school, school achievement, average education of adults in the family and amount of prior viewing with an adult. The independent variables of no significance included: sex, amount of prior television viewing, birth order, and family composition.

This study assumes that television learning tests can be developed; assessment can be made of what children learn from television; variables can be identified that account for the variance in scores on the television learning tests.

Data for this study of 261 K-2 children in the Reese, Michigan Elementary School were gathered using developed tests of learning for four broadcast television segments: 2:30 Betty Crocker commercial, a 4:00 *Batman* segment, a 2:00 MIG-25 news story, and a 2:55 segment of *Electric Company*. In addition, a questionnaire was sent to parents/guardians of all subjects.

Using Statistical Analysis System, the data were analyzed using frequencies, bivariate correlations, analysis of variance, and Duncan's Multiple Range test. The best stepwise regression model using the learning

score as the dependent variable is a four variable model. It accounts for 35% of the variance in learning test scores. Variables in the model include level/age, which accounts for 27% of the variance in children's learning scores, achievement in school as ranked by teachers (3%), the average educational level of adults in a subject's home (3%), and amount of viewing with adults (3.5%). An exploratory factor analysis of the 28 item test identified eleven factors which accounted for 63% of the variance in scores. An item analysis was run on all 28 items of the test by both grade and by grades combined.

Duncan's Multiple Range test showed that second graders scored significantly better than first graders who scored significantly better than kindergartners on the *Baman* segment test. Second graders scored better than first and kindergartners on the commercial test and second and first graders scored higher than kindergartners on the *Electric Company* test.

This study concludes that the amount of viewing that a child does with adults appears to make a difference in how well s/he understands what is viewed; that children learn more from certain types of television programming as they get older; that subjects in this study whose adults in the home had more education were reported to watch less television than others, usually had fewer siblings, did better in school, and learned more from the selected television programming, especially programming designed to teach content traditionally taught in elementary schools; that amount of viewing, sex, birth order and family size do not appear to have any relationship to how much cognitively a child learns from television; that children differ in how they respond to questions about television content emanating from audio, video and/or the audio-video portion of the broadcast; and, that neither learning and liking nor obvious attention behavior and learning are related.

THE INFLUENCE OF TELEVISION ON EARLY ADOLESCENTS' PERCEPTION OF REALITY

Order No. 8117105

VAN DEN BERGHE, DONALD, Ed.D. *Wayne State University*, 1981. 190pp.

No technological innovation has achieved the level of popularity in so short a period of time as has television. Since television's introduction, there has been a great deal of concern about its effect on children. It has become evident that television is an integral part of the child's scheme of reality. The purpose of this dissertation is to determine the degree to which sixth graders' perception of reality is affected by television. This study examines the variables of age, socio-economic status, scholastic ability, race, and sex in order to determine if they are significant to the child's perception of reality of television. An attempt is also made to ascertain whether the perception of TV reality is affected by the amount of TV viewing, parental control of viewing habits, and whether the television content dealt with is general or specific.

In order to accomplish this, 517 sixth grade students in the metropolitan Detroit area answered a questionnaire. From the data provided about the students and the information obtained from the students' questionnaires, seven variables were examined in order to determine whether there was an acceptable level of significance. In order to test whether children consider specific TV content to be more realistic than television considered generally, seventy-one children were allowed to view segments from three popular television programs. The responses to questions about specific television characters and events were compared with their responses about television in general on the original questionnaire.

An analysis of the findings of this study allows the following conclusions to be made. Children from families with higher SES consider television to be less realistic than do children from lower SES families. Higher scholastic ability students consider television to be less realistic than do lower scholastic ability students. Black children find television to be more realistic than do white children. There is no significant difference between boys and girls in their perception of TV reality. The more children watch television the more they consider it to be realistic. While it is not possible to assert with a high degree of probability that parental control has a definite effect of children's perception of television reality, there is an indication that it does have some effect. It was also found that there is very little difference in the perception of television being realistic based on whether TV content is general or specific. Finally this study contradicted the results of most research in that it was found that older children believe television to be more true-to-life than do younger children.

A STUDY OF THE PROBABLE IMPACT OF NEW FEDERAL COMMUNICATIONS COMMISSION REGULATIONS ON THE OPERATING STATUS OF CLASS D, 10-WATT EDUCATIONAL RADIO STATIONS

Order No. 8120653

WAHL, LYNDIA EMBREY, Ph.D. *Saint Louis University*, 1980. 103pp.

The major purpose of this study was to describe the current status of 10-watt radio stations in the United States and to gather information about how new Federal Communications Commission regulations might affect the future status of these stations.

A questionnaire was mailed to 391 10-watt radio stations in the United States licensed to educational institutions; 162 responded.

Responses to the questionnaires yielded the following results.

- (1) Stations were unevenly distributed throughout the United States, with the Northeast, North Central, and Western Regions being better served than the Southern Region.
- (2) On the average 10-watt stations were on the air more hours a day and more hours a week than indicated by earlier research studies.
- (3) The financial picture for educational radio had changed little. Over half of the 10-watt stations operated on budgets of \$10,000 a year or less.
- (4) Over 65% of the respondents indicated that no full-time managerial faculty person worked for their stations and over half reported no part-time faculty managerial person at their institutions. Most stations in this study were operated primarily by paid students and student volunteers.
- (5) Physical facilities were lacking, due both to space and money needed to equip the stations for technical operations.
- (6) Only a minimum of funds was allocated for station promotion, although about half of the stations did publish a program guide.
- (7) Most respondents indicated that their station was part of a non-academic department such as student activities.
- (8) The majority of 10-watt stations planned to apply for a minimum of 100 to 3,000 watts and remain on the air.
- (9) The majority of respondents indicated that they intended to apply for funds from the Department of Commerce and to depend upon direct funds from their schools to finance a power increase.
- (10) Most respondents indicated that the priority rating of their station when compared with other departments was "low to medium."

The following recommendations are based on the results of this study. (1) New methods for financing educational radio must be found. Broadcast educators need to make their state and national legislatures more aware of educational radio needs in their respective areas. (2) The image of the radio station as an integral part of the school's daily function must be enhanced. (3) Station management must demonstrate that the station can fill local community and state needs in order to secure more operating funds. (4) Corporation for Public Broadcasting minimum qualification criteria for funding assistance to stations should be eliminated. (5) Station management should develop alternative sources for programming rather than depending on the resources of National Public Radio. (6) More communication between station staffs in various areas of the country is needed.

More research is needed in educational broadcasting to aid stations in audience research. Also needed is continued study of the status of these stations to determine the effectiveness of the service.

COMMUNICATIONS TECHNOLOGY IN THE LAND GRANT UNIVERSITY SETTING: A FOCUS ON COMPUTER-BASED INNOVATIONS FOR INFORMATION DISSEMINATION TO EXTERNAL AUDIENCES

Order No. 8122575

WHITING, LARRY ROBERT, Ph.D. *Iowa State University*, 1981. 220pp.

Supervisors: L. Glenn Smith, J. Paul Yarbrough

Various kinds of computer-based communications systems are being implemented on the campuses of land grant universities to assist in the task of communicating with external audiences. Systems within the information and publications office primarily involve computerized news transmission, typesetting, office management functions, and text processing and editing. Another type of system is the "information utility," which provides a variety of services such as problem-solving and educational programs, general news information, electronic mail services, and computational assistance to end users, such as farmers or agri-businessmen. Twelve computer-based communications systems operating at eight land grant universities are analyzed in terms of five general areas of concern: standards and quality, technological limitations, man-machine interface, financial and economic considerations, and information proprietorship considerations.

The findings reveal no serious problems in any of the areas but do point out some cautions that should be carefully monitored as these systems develop and operate. No great cost savings can be accrued with computerized news systems although they do save some keystroke operations within the communications office. These systems are justified more on the basis that they increase the likelihood of news release use by newspapers. In the cases examined, newspapers sought more news from the information office because electronic processing saved the newspaper considerable time compared to processing the traditional printed news release forms. A surprising discovery was that only in one instance was there capability in the information office to process text and edit electronically from the initial writing to the final product, thereby completely eliminating pencil and hard copy. Yet, this type of integrated operation is where considerable time and cost efficiencies could be achieved.

With regard to the information utilities, there is concern about the quality of the software (programs) that are produced for such systems. Surprisingly, little peer review is practiced in the selection of such programs with final selection sometimes the responsibility of computer technicians rather than subject matter specialists or educators.

DIFFERENTIAL MEDIA-PUBLIC AGENDA-SETTING EFFECTS FOR SELECTED ISSUES, 1948-1976 Order No. 8123946

WINTER, JAMES PATRICK, Ph.D. Syracuse University, 1981. 127pp.

Although there has been a profusion of agenda-setting research in recent years, little attention has been given to several areas, including: individual versus aggregate issue analysis, and the role of issue obtrusiveness; contingent conditions for the agenda-setting process; and the question of the appropriate "time frame" for analysis: how much media content do we measure, and what is the period of peak association between media emphasis and public salience for issues?

The current study presents theoretical and methodological arguments for individual-issue analysis, and elaborates the concept of time frame and its component variables. A longitudinal analysis of several issues was conducted, comparing the number of front page articles in the *New York Times* as the national media agenda, and public opinion on those issues in 23 Gallup surveys between 1948 and 1976, on the most important problem facing the country.

The findings indicated greater agenda-setting effects for unobtrusive issues, as hypothesized. The peak association between media and public salience ranged from one to three months, indicating no need for content analyzing the media any further back in time, and suggesting a relatively short term media effect rather than cumulative, long term effects.

Finally, contingent conditions such as socio-demographic status did affect the agenda-setting process, dependent on the individual issue. For the relatively unobtrusive foreign affairs issue, high newspaper use groups such as those with higher education demonstrated greater agenda-setting effects.

THE SIGNIFICANCE OF THE MALE SEXUAL IMAGE IN A GENERATION OF AMERICAN FILM, FROM 1960 THROUGH 1980 Order No. 8126776

ZORABEDIAN, THOMAS RICHARD, Ed.D. Boston University School of Education, 1981. 220pp. Major Professor: Richard V. Rapacz

Men, especially those of the post-war generation which attained adulthood during the sixties and seventies, are burdened by stereotypic male images and male roles. Factors which have shaped, molded, and perpetuated these images should be examined. The social, sexual, and political power of the visual image, in particular film, has been confirmed. For this reason, and also because traditional institutions have lost some of their influence to the entertainment medium, the male images in films are important.

The dialogue, behavior, and attitudes of male images in over 100 films from the 1960s, the 1970s, and 1980 are analyzed in this qualitative study. The historical and cultural events are discussed in relationship to the development of male images. Relevant data from sources in sexuality, psychology, history, media and film have been noted as they pertain to the male image.

A stereotypic image of men has been historically presented in movies. Through their characters, male heroes have perpetuated traditional sex roles (Frankie Avalon, Rock Hudson), associated

violence with masculinity (Sean Connery as James Bond, Clint Eastwood, Steve McQueen) and, in response to confusion and anxiety, have produced expressionless self-confidence (Robert Redford) and simpleminded sexuality (Richard Gere, John Travolta). However, co-existing with these roles have been alternative male images to which men could easily relate. The anti-hero came into prominence in the rebellious sixties (Elliot Gould, Donald Sutherland, Dustin Hoffman, Alan Arkin) and, in the seventies, some male actors merged the new sexuality with the film-noir style self-doubt (Al Pacino, Robert DeNiro). Extreme male images competed in the seventies. The killer motif (Bronsom, Eastwood) was challenged by the post-women's movement emasculated hero (Woody Allen).

Into the eighties, this dual paradigm for the male image continued. In a trend begun in the seventies, men were portrayed as idiotic or insincere (*Private Benjamin*). However, positive male images gained prominence (Richard Dreyfuss) and honest male issues were realistically depicted (*Ordinary People*).

It is clear that male screen images not only reflect popular sentiment but also influence cultural behavior. By portraying men who are confident, strong, and sincere but who also express contemporary frustrations and concerns, film can contribute to the formation of a more positive concept of masculinity.

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